PROSPER U

Central Bank of Boone County

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Understanding Search Engine Optimization

Many small business owners feel intimidated by the term Search Engine Optimization (SEO), especially when it comes to implementing it to your own website. Learn the ins and outs of making sure your site shows up on search engines. This class covers topics including:

- **Breaking down the three main aspects of SEO (technical, on-page, and off-page)**
- **Tools you can use to make content strategy and development easier**
- **How long you can realistically expect your efforts to take**

This session is led by Erica Martin, owner of Pixel Jam Digital. Erica is a developer and professional geek who is passionate about making the web a more accessible space through education and empowerment. Pixel Jam Digital provides website design and custom web development for small businesses across multiple platforms.

Join us for this <u>FREE</u> session to learn how to get your business website started.

This class will be held online-only via Zoom.

For questions, please contact ProsperU (573-817-8900 or prosperu@centralbank.net).

Date: Tuesday, September 26th, 2023

Time: 12:00 pm – 1:00 pm

Location: Online Only – Zoom

Online link and instructions will be provided

Register online at **www.centralbank.net/ProsperU** or call **573-817-8900.**