

Website Workshop for Business Owners

In the not-so-distant past, a professional business card was the primary first-impression piece—a necessity for a business to look legitimate.

Now, it seems a website is the indication of legitimacy, as well as an incredible business tool that makes geography a non-issue.

Since websites open every business to a global marketplace and level the playing field for small businesses and big businesses alike, most business owners are considering or using a website, but often have questions about designing, programming and maintaining a good website to maximize their investments of time and money—to get the most out of their sites.

With the web world changing so rapidly and so many questions to answer, Carolyn Touhey and Mike Regan

have joined together to present a workshop, “What Every Business Owner Should Know To Maximize Investment In A Website.”

This workshop will explain why and how a website should be integrated into an overall marketing plan so traditional marketing can help move people to the site, essential elements to include depending upon the objectives of the site, and guidelines for working with a web professional.

In addition, this program will discuss the significance of planning and programming a site to maximize search engine placements with search-engine-optimization (SEO) tips.

The presenters will also provide an overview of changes and trends in web marketing including blogs, social media and user generated content.

Scheduled for Thursday, December 10, 10am-Noon, this workshop will be held at Two Eagles Lodge in South Union Bay (6409 Old Island Highway).

The fee is \$60 plus GST. Seating is limited to 8, so pre-registration is requested by calling Carolyn at 250-335-2342 before December 8. Participants are encouraged to bring their laptop computers.

Carolyn Touhey is an award-winning marketing consultant who owns SmartBiz Strategy and teaches workshops for groups around the island and for North Island College; Michael Regan is co-owner of TIMR Web Services where he specializes in SEO.