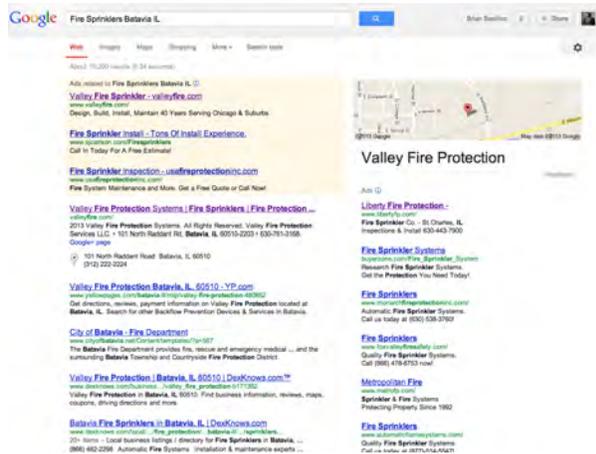


Understanding Google for Business

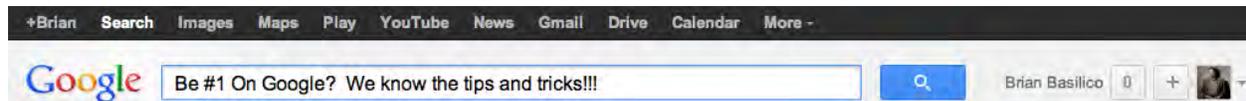
"Searching for Answers to Business Success"

Many people think that being #1 in Google is the Holy Grail of Business Success. Search Engine Optimization only accounts for 25% of that becoming a reality... because Google is constantly changing the rules and the way your website is found, ranked and indexed. It's the other 75% that you need to learn to conquer.



Google generates over 70% of all search traffic on the web... but that's just the beginning. There are so many more tools that you should be aware of. Maps, Places, Analytics, Web Tools, GMail, Google+, Business Pages and more.

Keep in mind that 30-60 minutes is a blip on the radar in learning any of these technologies, but you will hear more than enough information to make it worth your time! You will learn some of the inside scoop of generating business by getting people to really care about what you have to offer and how to engage them in your product, service, or non-profit.



Brian Basilico is a nationally recognized author and speaker. He's the founder and president of B2b Interactive Marketing Inc., an award winning marketing consulting and production company in Aurora Illinois. B2b helps companies and non-profits, market their products and services through the effective use of on-line tools including; websites, blogs, eMail, social networking, Google, S.E.O., YouTube, and more.

Brian's career spans over 30 years. Since his first production company in 1979, he's produced thousands of projects for hundreds of companies, ranging from solopreneur to Fortune 100. Brian combines years of marketing experience, with technical expertise, to build on-line campaigns that continue to produce measurable results. As a musician, technician, programmer, producer and consultant, he has built a reputation for creativity, innovation, and translating "geek" into english. Brian is also an adjunct professor, trainer, speaker and author of many marketing and social networking blogs and articles.



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