

# THE WEBSITE CLINIC

●●● Current best practices for local search optimization ●●●



## Web Marketing Review and Workshop

Google Webmaster Guidelines, Keyword Selection, Website Architecture, Link Building, Google Analytics and PPC.



The Panda Update



The Penguin Penalty

In the second half of the class we'll review some websites live and look at common 'Errors and Omissions'. I'll make recommendations for attracting more traffic.

### Presented by Bob Costello

Bob is widely published Web Marketing Pro with many years of experience in Search Engine Optimization, Internet Marketing and Conversion Optimization.

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