

## Beyond Design by Mr. Alan Myers.

"Strategies for getting the most out of your website!"

"What is the difference between a website designer and SEO and why it is very important to have a good website."

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Mr. Myers is the owner and founder of Pinnacle Internet Marketing, a company he started in 2002 in response to the growing needs of businesses.

Prior to starting Pinnacle, Alan had a successful sales and management career in advertising media where he strategized with business owners to successfully market their products and services.

Seeing a business have financial success as a direct result of putting their websites to work for them instead of against them is one of the most thrilling and rewarding aspects of his work!

### DISCUSSION POINTS:

#### Part 1

##### A. Advertising & Your Website

How can you avoid the big mistakes in advertising and use it to bring more high-quality traffic to your website?

##### B. Social Media & Your Website

What is the most effective use of Social Media and how can you use it to generate more sales without having to come up with a viral post every week?

##### C. Email & Your Website

How can advertising, social media, and your website all work together to develop what's likely to become your most impressive marketing tool?

##### D. Website and SEO

Intro – SEO brief historical perspective and future predictions for what we might expect in the future.

Use the search engines to generate more traffic to your site.

The 6 Most Important Factors and how they work together to make your site successful.

#### Part 2

Practical applications of SEO & content using free tools. Uncover your website's weaknesses.

Monday June 19, 2017  
9:00 a.m. - 12:00 p.m.  
BEST WESTERN PLUS Belize Biltmore Plaza

