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## Press Release

### **The Williston Area Chamber of Commerce, the Small Business Development Center, and Williston Economic Development to host Get your Business Online with Google workshop to help small businesses succeed on the web.**

**Williston, ND, October 4, 2017:** The Williston Area Chamber of Commerce, the Small Business Development Center and Williston Economic Development are helping small businesses grow their presence online with a workshop which will feature Google's Pamela Starr, an accomplished leader and trainer. Starr will share how businesses can easily add or update their info on Google Search and Maps, optimize and promote their website, measure their online success, and more.

Get Your Business Online is a program designed to empower communities to support their local businesses by helping them get on Google Search and Maps for free. Businesses that are online grow 40% faster than those that aren't. "We are pleased to collaborate to bring a Google presentation to our local businesses. This workshop will show businesses how to utilize free digital tools. It's great for anyone with a website but especially for our businesses that want their customers to find them on all devices," said Janna Lutz, Chamber President.

"4 out of 5 consumers use search engines to find local information nearby, yet only 37% of businesses have claimed their listing on a search engine," Emily Harris, Manager of Google's Get Your Business Online program says. "Small businesses are the engine of local economies and when they flourish, their communities do as well." The program helps local businesses get their information online.

The free workshop will be held on Wednesday, Oct.18, from 9-11 a.m. at the Grand Williston Hotel and Conference Center. The seminar will precede the Economic Development Association of North Dakota Fall Conference, which starts at noon. The workshop is free, but seating is limited, so please RSVP to the Chamber (701-577-6000).

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The Williston Area Chamber of Commerce, founded in 1907, represents more than 500 businesses across all sectors of the community. The Williston Area Chamber of Commerce leads and serves by example, promotes the trade area and the income potential of its members, provides positive and

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proactive membership driven services, and encourages public/private partnerships that benefit Chamber members and community members. [www.willistonchamber.com](http://www.willistonchamber.com)