INNOVATION INSIGHTS

Google as Your Business Partner:

Leveraging Digital Marketing for Success

Overview

Together,
we unlock the potential
of your career.

INNOVATION INSIGHTS

We transform your career journey through the art of storytelling via our consulting, coaching, and career management services. We provide enlightening content, from captivating blogs and podcasts to dynamic seminars, webinars, and workshops. We are dedicated to showcasing your unique talents through digital innovation by elevating your professional story.

We help industry professionals and academics build a powerful personal brand that enhances their reputation, increases visibility, and unlocks innovations and opportunities within their respective fields by providing coaching and career management services.

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Join us for an impactful 90-minute virtual workshop designed to elevate your digital marketing prowess and leverage Google as a powerful brand and business partner. Led by Jay Calderon, a seasoned marketing professional, this workshop will provide you with the knowledge and tools to enhance your online presence and achieve business success.



Jian Yu, MS
Instructor

INNOVATION INSIGHTS
Workshops



Google as Your Business Partner:

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90-minute workshop

Register Here

Instructor

Jay Calderon

August 14, 2024

6 pm to 7:30 pm

www.innovation-and-insights.com

INNOVATION INSIGHTS Workshops

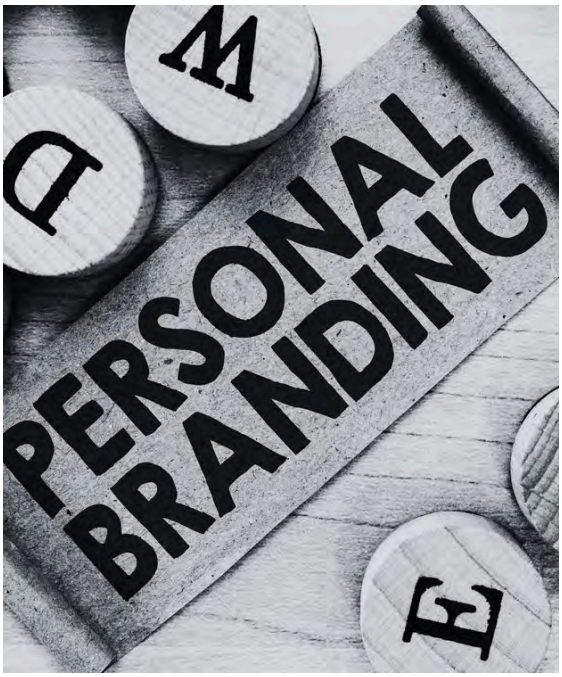
AGENDA



- Dickens Process
- Google Search Console
- SemRush
- Google Keyword Planner
- Sitemap Building

RESULTS

- Gain insights into using Google Search Console to keep your website performing at its best.
- Learn to use tools like SemRush and Google Keyword Planner to identify and target the right keywords for your business.
- Understand the importance of sitemaps and how to create one to ensure your website is fully optimized for search engines.



INNOVATION INSIGHTS Workshops

ABOUT JAY

Jay Calderon, BS, is a seasoned marketing professional with a proven track record in digital marketing, including SEO, social media management, content creation, and website development. Holding a Bachelor of Science in Marketing from Iowa State University's Ivy College of Business, Jay has devoted his career to boosting online visibility and engagement through strategic digital campaigns and effective customer relationship management for personal and business brands.



His extensive experience encompasses crafting tailored marketing strategies for individuals, small businesses, and large corporations, ensuring their brands resonate well in the digital space. Jay's expertise is crucial for clients aiming to develop a compelling digital presence, enhance their online branding, and communicate effectively with their target audiences. He provides actionable solutions that drive growth.

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LEARN MORE

For questions, reach out to us at
info@innovation-and-insights.com

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