

Virtual Training Event

# MAKING YOUR WEBSITE WORK FOR YOU!

Thursday, April 15 at 8:30am

FREE | Limited to First 8 Registrants



The Leadville Lake County Economic Development Corporation invites you to a virtual training session on **marketing your business with the best possible website.**

Join us on **Thursday, April 15 at 8:30 am** to hear **Kristylee Gogolen of Tandem Design Lab** who will provide an overview and answer your questions. Based in Frisco, she provides professional guidance with a local flavor. There is **no cost to participate.**

Please note that the **session is limited to 8 participants** to maximize interaction and allow for more personal attention. The first registrants will be given a link to the session.

**Register Online Here »**

Those who wish to register after the limit is reached are encouraged to [admin@lakecountyedc.com](mailto:admin@lakecountyedc.com) to be on the list for future sessions.

## Topics Covered...

### ***What is Search Engine Optimization?***

The definition of SEO, importance of keywords, editings tags & meta data.

### ***The Value of a Good Website?***

Making your website do your heavy lifting through automation, FAQs or repeated tasks.

### ***E-Commerce: How Do You Start?***

Creating a feature list, choosing software, knowing when to hire out.

### ***Marketing?***

Social media marketing and local vs. nationwide keywording.

### ***Q/A Session***

