**Make GOOGLE Work For YOU!**

**You asked for it so . . . we have curated a new Grow with Google Workshop Series offered this Spring.** Three of the four training sessions are presented by [Pamela Starr](https://www.linkedin.com/in/pamelastarr/) who is a leading authority on building customer loyalty and a professional speaker for Grow with Google. A sought-after keynote speaker, Pamela helps people achieve more measurable and profitable results from their digital and offline communication programs. These training sessions will not be recorded and must be attended LIVE. The fourth is offered by local digital marketing expert [Leanne Pressly](https://www.linkedin.com/in/leanne-pressly-44338613/) and will be offered on-demand after her lives session for easy access. Dates and registration links are shared below. We look forward to assisting you with your sales growth initiatives.

**Get Your Local Business On Google Search and Maps**

[April 13 at 10:00am](https://t.e2ma.net/click/rj3e3d/38a75qb/f2x1zq)

Learn about Google My Business, a free tool for local businesses who want to connect with customers on Google Search and Maps. Presented by Pamela Starr with Grow with Google. **This is a LIVE event and will not be recorded.** [Register No Cost](https://t.e2ma.net/click/rj3e3d/38a75qb/vuy1zq)

**Maximizing Google Rankings for Your Small Business or Service**

[April 26 at 10:00am](https://t.e2ma.net/click/rj3e3d/38a75qb/rf01zq)

Whether you know it or not, your web presence is constantly being evaluated using a specific set of Google metrics. How well you score determines your ranking, and prominence in search results. In this session, we'll cover Google Core Web Vitals, decode the jargon and give you practical tips to improve your rankings. Presented by Leanne Pressly with Stitchcraft Marketing [**Register No Cost**](https://t.e2ma.net/click/rj3e3d/38a75qb/7701zq)

**Introduction to Google Analytics**

[May 11 at 10:00am](https://t.e2ma.net/click/rj3e3d/38a75qb/3s21zq)

It's important to understand how to set your website up correctly and to make it an effective interactive marketing tool. We'll teach you how to create great content to maximize google rankings and how to generate traffic through social media channels. **This is a LIVE event and will not be recorded.**[Register No Cost](https://t.e2ma.net/click/rj3e3d/38a75qb/jl31zq)

**How to Use YouTube to Grow  
Your Business**

[June 8 at 10:00am](https://t.e2ma.net/click/rj3e3d/38a75qb/f641zq)

Join us and learn how to tap into the power of YouTube. Get best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your brand. This is a LIVE event and will not be recorded. [Register No Cost](https://t.e2ma.net/click/rj3e3d/38a75qb/vy51zq)

Once you have attended these work sessions if you need additional support, we can connect you to no cost confidential consulting with Leanne Pressly. Click here to request a session - <https://centralsbdc.org/what-we-do/consulting/>