

Build your presentation consulting business by marketing online

Attract more visitors and convert them to customers

DAVE PARADI

YOU PROBABLY HAVE A WEB SITE and you may be using some of the social media tools such as blogs, Twitter, and Facebook. Are you getting the volume of leads you want from your online efforts? In this session, we will examine how to leverage some of the key web tools and discuss how to measure your results. We will cover:

- Why your website is even more important in today's social media world than it was even three years ago
- The top things you can do to increase the search ranking of your website pages
- How adding fresh content to your site leads to more inquiries about your services
- Ways you can use video to demonstrate your expertise and attract the right type of clients
- The key analytics your web site needs and how to understand the measurements that can tell you what refinements can lead to even better results

This session is for those who currently run a presentation consulting business or are looking to start their business in the next year. This will be a practical session with easy to implement steps that you can use to increase the number of qualified leads coming from your online efforts without having to spend a lot of extra time.

