

# THE NATIONAL NETWORKER

## SOME SAMPLES OF WEBINAR DESCRIPTIONS

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### **Web Analytics Demystified**

*A vital weapon for online marketers*

Understanding web analytics from the what to the why, Daniel Redman of eVisibility will teach you how to use the information you're paying for. Every data point found in your Google Analytics campaign tells a complete and decisive story. What are your analytics telling you that you don't already know? You're paying for it, so isn't it time you found out how to use this information to turn high bounce rates and low time-on-site into web gold.

#### **What You Will Learn:**

1. Introduction to analytics
2. Basic terminology and definitions
3. How to base marketing decisions on the data points generated

#### **Who Should Attend?**

Anyone that actively monitors web traffic - or should be - using Google Analytics (and most other web traffic analysis tools) that would like to learn how to translate their metrics into actions.

#### **About the Presenter:**

One of the early and continuing pioneers of Social Media Marketing, Daniel Redman has managed online media campaigns for several Fortune 500 companies, including Cisco and McDonalds. He is currently responsible for multi-million dollars in managed spend. Published online and in trade publications, Daniel assumes a very educational approach with his clients, making him a dynamic and engaging speaker.

Speaker/Host: Daniel Redman, eVisibility Inc.

Date: Friday, February 20, 2009  
Time: 2:00PM(Eastern) / 1:00PM(Central) /12:00PM(Mountain) /11:00AM(Pacific)  
Duration: 1 hour 30 minutes

## **SEO Audit - Is YOUR Team Executing the Right Strategies?**

*Find out without spending thousands of dollars and months of time!*

### **What You Will Learn:**

Ever wonder if your in-house SEO team is on the right track, or if the company you hired to do SEO for you is actually doing the work? SEO can be a significant cost, because it takes so long to see the results, you will not know that things are being done wrong until you have already spent months of time and thousands of dollars. Attend this webinar and learn how to audit your current SEO team and their work. Save thousands of dollars and months of time!

*For SEO campaigns, agencies claimed to be performing vastly better than marketers relying on in-house optimization. We might not trust this data if it were not for the fact that hundreds of agencies and thousands of house marketers participated in this survey, making results fairly statistically significant. However, overall site traffic lift (six months after optimization) was:*

*Agency optimized 110% increase*

*In-house optimized 38% increase*

*-Research results provided by MarketingSherpa*

### **Who Should Attend?**

Business owners and marketing personnel with SEO responsibility.

### **About the Presenter:**

Stephen Peron, Director of SEO and a recognized authority in search engine optimization and internet marketing having presented on advanced SEO techniques to his peers at numerous industry events. He has an in-depth knowledge of organic search, link building, online reputation management, and social media. In the internet marketing industry Stephen goes by the alias of ImNotaDoctor and has a blog by the same name.

Speaker/Host: Stephen Peron, aka ImNotaDoctor  
Date: Friday, March 27, 2009  
Time: 2:00PM(Eastern) / 1:00PM(Central) /12:00PM(Mountain) /11:00AM(Pacific)  
Duration: 1 hour 30 minutes

## **Get The Most From Your Website Redesign**

*Keeping an Internet Marketing Strategy in Mind*

### **What You Will Learn:**

How long has it been since you revamped your web site? Businesses of all sizes are finding their website is increasingly important as a lead & sales generator. More than ever, companies need to embark on website redesign to increase their competitiveness. But in order to really maximize results, companies need to construct their website with an internet marketing focus. Don't take another step without learning about the pitfalls and best practices around redesigning your website.

You will also receive a white paper to guide you through the process.

## Who Should Attend?

Anyone wanting to give their website a fresh and up-to-date look, make it user friendly, search engine friendly, create a professional image and most importantly, generating leads and/or sales.

## About the Presenter:

Mike is VP of Marketing at HubSpot, an Internet marketing software startup, where he leads the company's lead generation and branding strategy through inbound marketing, including blogging, search engine optimization, video marketing, and social media. Since Mike joined HubSpot, the company has grown from about a dozen beta customers to over 900 customers, from 5 employees to 55 employees, and raised \$17 million of venture capital in two rounds of financing. Before HubSpot, Mike worked as Director, Marketing Operations at SolidWorks Corp. where he launched a number of inbound marketing initiatives such as SEO, PPC, blogging and podcasting. Mike is an MBA graduate of the MIT Sloan School of Management and received his B.A. in Economics and Government, summa cum laude, from Bowdoin College. He is a Co-Founder and Director of the Boston Scholars Program and a former Director of the Alumni Fund at Bowdoin College.

Speaker/Host: Mike Volpe, HubSpot  
Date: Friday, April 24, 2009  
Time: 2:00PM(Eastern) / 1:00PM(Central) /12:00PM(Mountain) /11:00AM(Pacific)  
Duration: 1 hour 30 minutes

## SEO Secrets Revealed by Experts!

*Small things that make a giant difference*

## What You Will Learn:

Follow this advice and experience immediate and positive impact on your website. These techniques are not "theories," but developed through testing in controlled environments and proven over time. This webinar covers internal use of the "no follow" tag, how Google treats links on a given web page, and Google Local optimization. This is the best ROI ever.

*"I wasn't sure what to expect when I registered for the first webinar in the Online Marketing series (Search Engine Optimization). It turned out to be a full 90 minutes of useful information that I was able to put to use immediately to improve my search engine results. The presenter clearly knew what he was talking about, answered questions without being too academic or technical, and spent the time it took to make sure questions were answered fully. I knew nothing about Search Engine Optimization before the webinar and while I'm sure I still have a lot to learn, I'm just amazed that I gained so much practical information and how much of it I can explain to someone else. I am confident that the Social Networking topic will be another productive webinar, and I'm looking forward to it. I'm very pleased to have the opportunity to make this information available to our members."*

*-Pamela Jennelle - Executive Director, East Lake County Chamber of Commerce*

*"We were presented with a wealth of new information, for even seasoned search marketers. The tips and tools taught were based on solid testing and analysis and from the feedback I received everyone was extremely thankful for the information shared."*

*-Alex Funk, SEM Director, Covario Inc.*

## Who Should Attend?

Business owners, marketing personnel, web developers ready to make positive changes to their website.

### **About the Presenter:**

Search Optimizer Extraordinaire, Miguel Salcido is the VP of Operations at eVisibility, Inc., an Internet Marketing Agency with clients like McDonalds, Cisco Systems and 24 Hour Fitness. He is responsible for the continual development of SEO and all other products at eVisibility. He routinely speaks at various industry trade shows and has been published in popular industry trade magazines. His experience working with start-ups to Fortune 100 firms has given him a keen understanding and kept him on the leading edge of the overall search space.

Speaker/Host: Miguel Salcido, eVisibility Inc.  
Date: Friday, May 15, 2009  
Time: 2:00PM(Eastern) / 1:00PM(Central) /12:00PM(Mountain) /11:00AM(Pacific)  
Duration: 1 hour 30 minutes

### **Social Media 101: It's all about Relationships**

*An overview of the basics so you can start developing a strategy now*

#### **What You Will Learn:**

Social media encompasses the cutting edge, revolutionary new Web 2.0 tools - Facebook, LinkedIn, Flickr, Twitter, FriendFeed, Delicious, Digg and so many more — but the real power is something deeper. Go beyond the hype and learn why social media is critical to the future success of any business.

#### **After this webinar, you'll understand...**

- What social media really is.
- Why people use social media, and three reasons you should, too.
- Three ways to socialize your existing web presence.
- When and why to use existing social networks like Facebook and LinkedIn.

*"Maddie and Lindy have a deep, practical understanding of social media. What impresses me most is their ability to connect big picture concepts with practical examples. Plus, they gave me great ideas of ways I could start experimenting – and I did and it's working. Everyone should sit in on one of their webinars."*

*- Peggy Hoffman, President, Mariner Management & Marketing LLC*

#### **Who Should Attend?**

Executives and marketing personnel who want to understand the basics about social media.

### **About the Presenter:**

Social media superstars Maddie Grant and Lindy Dreyer are the chiefs behind SocialFish, a company dedicated to helping organizations make the most out of social media. Both Maddie and Lindy made their names as bloggers in the association community and were among the first to be chosen for the prestigious [A-List Bloggers Network](#) where the "A" stands for associations. Their unique mix of social media knowledge combined with straight-to-the-point delivery has lead to speaking engagements all across the country. Most importantly, Maddie and Lindy live and breathe social media everyday and regularly put their own ideas into action, and are active participants in social spaces all around the web.

Speaker/Host: Maddie Grant and Lindy Dreyer, SocialFish  
Date: Friday, June 26, 2009  
Time: 2:00PM(Eastern) / 1:00PM(Central) /12:00PM(Mountain) /11:00AM(Pacific)

Duration: 1 hour 30 minutes

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