

# *Facebook and Twitter and Blogs...*

## *Oh My!*

What's the big deal about social networking? Why bother with Google Business Listings and Google Analytics?

Not sure? Or, like most of us, are you simply unsure of how to access them, set them up and use them to your advantage?

Then plan to attend the half-day Sunday, October 24 "social networking" seminar, one day prior to the Michigan Lake to Lake Educational Conference, October 25-26 at the Village Conference Center in Chelsea. The seminar is scheduled later in the day, from 4 - 9 p.m., to allow you to tend to your guests departing Sunday morning and still be able to take full advantage of the session.

Those who attended last year's conference gave high marks to the Google and Blogging seminars conducted by the staff of InsideOut Solutions. Jeff Logan and his "all things networking" crew return to present this half-day session as your hands-on opportunity to implement the latest technologies designed to increase your online visibility. Attendees at last year's conference overwhelmingly requested this more in-depth coverage. Here's your chance!



**Jeff Logan, InsideOut Solutions**

These points will be covered in the Sunday Seminar -- *Oh My!*:

### **Blogging**

- Why adding a blog to your website will increase your website placement in the search engines. In this session you will learn how to find content to write about in your blog and where to find photos, videos and how to make your own Google maps. Myths on blogging will be dispelled and you will learn about different software that can be used.

### **Social Media**

- InsideOut Solutions will walk you through setting up a Facebook Business (Fan) page and building content that works. They will also show you how to incorporate all of your blog posts into Facebook. And they will touch on Twitter -- how to track the tweets you make and how to leverage this new social media platform.

**Google** - The search engine that matters most has so much to offer your business. During this session, InsideOut Solutions will give details on Google Local Business Listings, Google Webmaster Tools and Google Analytics. You will learn how to track each new online reservation back to its original source.

**Search Engine Optimization (SEO)** - How well is your site built for getting great search engine placement? InsideOut Solutions will cover basic items that need to be built into your site. You can take their check list home with you to see how well your site has been developed for getting top placement in the Search Engines.

**Q&A** - There will be plenty of time to answer your questions and to discuss additional topics. You might have burning questions you want to ask an expert. Just bring them along.

Participants will want to bring their laptops to this session so they can immediately implement the various applications covered in the seminar. **Don't have a laptop?** Check into renting one locally in your own hometown.

*Facebook and Twitter and Blogs - Oh My!* is attractively priced at \$65 for full conference attendees; or \$95 for those attending only the Sunday Seminar. The rates include a light buffet supper. Conference-discounted room rates of just \$79 apply to the adjacent Chelsea Comfort Inn from Sunday through Tuesday nights.