

Whitingham Free Public Library

"Enriching lives for over a century"



WITH



"Lunch & Learn"

GROW WITH GOOGLE

a

SMALL BUSINESS WEBINAR SERIES

from the comfort of your home or office

**Tuesday's & Thursday's 12 pm – 1 pm
September 1st–15th**

Tuesday September 1st ~ 12 pm - 1 pm Reach Customers Online with Google

"An info-packed webinar dedicated to growing your business online."

In this 45-60 minute webinar, you'll learn how customers find your business online and how to promote your business using Search Engine Optimization (SEO) and Smart Campaigns in Google Ads.

Thursday September 3rd ~ 12 pm 1 pm Get Your Local Business on Google Search & Maps

"An info-packed webinar dedicated to growing your business online."

In this 45-60 minute webinar, you'll learn about Google My Business, a free tool for local businesses who want to connect with customers on Google Search and Maps. Get hands-on help creating or updating your business profile or a simple website.

Tuesday September 8th ~ 12 pm - 1pm Make Your Website Work for You

"An info-packed webinar dedicated to growing your business online."

In this 45-minute webinar, learners will discover how to create a search-friendly website that drives user action and supports their goals. Whether launching a new website or sprucing up an old one, this workshop will help.

All attendees will want to stay after the presentation for a bonus session where Bryan will show you how to use YouTube with your website.

Thursday September 10th 12 pm 1 pm Use YouTube to Grow Your Business

"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. In this workshop we'll discuss best practices for: • Understanding different video formats • How to setup a YouTube channel • Making good creative videos, and how to target and measure the results

Tuesday September 15th 12 pm - 1 pm Using Data to Drive Business Growth

"An info-packed webinar dedicated to growing your business online."

In this 45-60 minute webinar, you'll learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. A focus on Google Analytics and how to use this tool to make better business decisions.

Go to whitinghamvt.org. Click on library programs to register or call 368-7506