Evening Presentation Notice

Date: Tuesday, May 3rd, 2011
Time: 19:00
Location: CEGEP du Vieux Montréal – A7.05 and A7.07
255 Ontario East, Montreal
Parking available under the building

Subject: 20 Ways to Optimize your WEB Positioning

Tonight's speaker is Mr. Pierre-Louis Landry from Landry Solutions.

WEB site creation is far more than displaying your company's brochure.

Search engines cannot see visual aspects of WEB pages but they can see the text and the source code.

Google, by far the mostly used search engine in Québec, continuously change they research algorithms. One must then be aware of the latest changes.

This presentation will cover the best ways to optimize your WEB pages and will shed some light on referencing practices.

At the end of the evening, you will have in hand practical advice on how to increase your positioning, use keywords as well as links to free tools to facilitate your work.

With 50% of the buying decision being made using search engines, visibility is of outmost importance.

Don't miss this opportunity to learn on Search Engine Optimization (SEO) and get seen and recognized.

Version Française sur document séparé

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