

# Planning and Promoting Your Website

Many customers search for goods and services online.

## Will they find your business there?

**How we market  
has changed.**

Join us on **Wednesday, August 19, 2009**  
and learn how to set up a winning business website  
or how to improve an existing one.

**TIME:** 9:00 a.m.—12:00 p.m. Registration at 8:30 a.m.  
Includes Continental Breakfast and Materials  
**PLACE:** Saint Vincent College  
**COST:** \$40 / \$35 ea. for two attendees or two programs  
**SAVE MORE** by signing up for all three  
technology programs for only \$90.00  
**3 CPE Credits-Other**

### PLANNING & PROMOTING YOUR WEBSITE TOPICS

Do you really need a website?  
Website Development Stages  
Website Costs  
Website Templates  
Finding a Web Hosting Service  
Considering Affiliate Programs  
Do a "Check Up" on Your Website  
Advice from a Small Business Owner

Why should you be on the web?  
Domain Names  
Free Website Hosts  
Databases  
Dealing with Business Email  
Deciding About Banners  
Measuring Progress

Hiring a Website Designer  
Should I create my own?  
Adding a Bit of Pizzazz  
Internet/Intranet/Extranet  
How to Kill Your Website  
Search Engines

**Joe Polk from PennTAP** is presenting this series. Mr. Polk is a Senior Technical Specialist with the Pennsylvania Technical Assistance Program (PennTAP). He provides technology and technical assistance to organizations and businesses in southwestern Pennsylvania. Prior to joining PennTAP, Mr Polk was a Web Technology Specialist with Marconi plc and Web Developer with Management Science Associates in Pittsburgh.

*PennTAP is part of Penn State University's Outreach Division.*



**Now that you have a website, learn how to make it visible and keep it secure.**

Wednesday, September 16 — Search Engine Optimization

Wednesday, July 29 — Computer Security Issues

**Sign up for all three and save \$30!**

**REGISTRATION FORM ON BACK**

**TO REGISTER FOR “Planning and Promoting Your Website” 8/19/09 \$40/\$35**

**Call** Saint Vincent College SBDC/CGC at 724-537-4572. **Fax** form to 724-537-0919 with payment information or

**Mail** attached form with payment to: Saint Vincent College SBDC, Educational Programs, 300 Fraser Purchase Road, Latrobe PA 15650

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**SAVE MORE:** Check here to register for entire series (three programs). Cost: \$90.00

Method of Payment:  Check  Visa  MasterCard  Check if you are a client.  Check if you are a veteran  **Check for CPE Credits**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Included with your registration fee is a one-year subscription (12 issues) to *Inc. Magazine*, valued at \$10.  
To activate your subscription, complete and mail subscription card included in your seminar packet.

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