



GOOGLE & ONLINE MARKETING SEMINAR

Tuesday, July 26, 2011 ---- 4:30pm - 7:30pm

Bulger Communications Building, Buffalo State College

Seminar Cost: \$50.00 per person*

To Register: <http://ubebuff.eventbrite.com> or call 716-878-4030.

The **BSC Small Business Development Center** is welcoming **Google Trainer Seth Meyerowitz** to campus to present very valuable internet marketing “best practices” for small businesses. Seth is a graduate of the University at Buffalo (SUNY), and is one of only a handful of Certified Google Trainers across the country.

Workshop Details:

Part One --- Google 101:

Highlights Google Tools, including Search Engine Optimization(SEO), Google Alerts, Google Places, Google AdWords, Google Analytics, Google WebMaster Tools ...and more.

Part Two --- AdWords 101:

Topics covered include: Intro to AdWords, Explaining Google Rankings, Advertising Campaign structures, Understanding Keywords, and Writing Great Ads. (Adwords is Paid Search Marketing)

*(*Participants: Existing AdWords Clients will receive a \$50 Advertising Credit, and New Adwords Clients will receive a \$100 Google Advertising Credit to use with Google Adwords.)*



Our Program Sponsor



Our Presenter's Company

Buffalo State
State University of New York

SCHOOL of THE PROFESSIONS

Our Campus Host

U.S. Small Business Administration



Funded, in part, through an agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect views of the SBA.



“Buffalo SBDC to welcome Google Trainer on July 26”

Certified Trainer will lead “must-see” 3-hr Google Workshop for Entrepreneurs & Small Businesses.

The **Small Business Development Center (SBDC)** at **Buffalo State College** is hosting one of the country’s few Google Certified Business Trainers for an engaging workshop that showcases the positive impacts that quality internet marketing can bring to your business.

On Tuesday July 26th from 4:30-7:30pm, Trainer Seth Meyerowitz will showcase “*Google 101*” and “*Adwords 101*” in two targeted presentations created by Google developers and internal specialists from Google HQ. The workshops empower individuals and small businesses to optimize their web presences for Google Search, Google Apps and Adwords, Google’s pay-per-click search marketing program.

*Attendees are given a credit for *Google Adwords Advertising* of \$50 (existing Adwords) or \$100 (new to Adwords) after the event. Info on the presentation is emailed to participants after the session, as well.

It is important to note that no presentation like this has taken place in WNY. **Only recently did Google begin engaging with advisors and internet professionals to encourage greater direct use of Google’s industry-leading products.** In March 2011, Meyerowitz and Tony Maggiotto (Buffalo SBDC) met in Brooklyn among a group of business advisors and online marketing professionals hosted for training through Google. The 2-day event was geared towards “training trainers” and this Buffalo seminar is a direct advancement of that mission. Seth has already been busy presenting around NYC.

Hosted at Buffalo State, the seminar has a cost of \$50.00 per person and pre-registration is required to guarantee attendance. There is a break between presentations; light refreshments will be available.

Seth Meyerowitz, the Google presenter, is a graduate of the University at Buffalo (SUNY), and he operates a consulting business for Online Marketing & Internet Visibility in Long Island, N.Y.

For questions or media inquiries, contact the Buffalo SBDC at 716-878-4030 [Mon-Fri, 9-5]

SBDC Host: Tony M.– maggioap@buffalostate.edu Presenter: Seth M. – staff@ube-inc.com

Please Pre-Register (pick one):

1.) Online Registration: <http://ubebuff.eventbrite.com>

2.) Traditional Reg: *Send Money Order or Check payable to Research Foundation (\$50 per person):*

Buffalo State SBDC -- Cleveland #206 -- 1300 Elmwood Avenue -- Buffalo NY, 14222

[Name: _____ [# Tickets: _____ [Telephone: _____

[Confirmation Email: _____ [*Business/Website: _____