Power Lunch Webinar

CAPIO
ADVANCING PUBLIC SECTOR COMMUNICATORS

REGISTER TODAY @ CAPIO.ORG

Speaker:

Mac Clemmens, CEO
Digital Deployment

SOCIAL MEDIA HANDLES
Facebook
@digitaldeployment
Insta
@digitaldeployment
Twitter
@digdep
Linkedin
@digital-deployment

Prices
Free for CAPIO Members and $35 for Non- Members

Contact information:
info@capio.org
or call 1-844-CAPIO55

"Search Engine Optimization for Public Agencies"

Thursday, November 19

From your Desktop
Noon – 1:15 p.m.

Public agencies are often the official source of information, and when searching for topics online, you can often find them on the first page of search engine results. These results define what the public understands about a particular topic. But how does this happen?

Currently, 85% of people looking for information online start their journey using a search engine. But with so many results, how can you make sure your site stands out? Do you know how people are finding your site and why they're visiting? Are you leading the conversation for topics and keywords important to you?

During this webinar, Digital Deployments website expert Mac Clemmens will discuss search engine optimization (SEO). Key take-a-ways include:

- How to make your digital presence more public-friendly
- How to improve the reach of your programs and services
- Ways to better communicate with key audiences, regardless of the website platform your organization uses

Attendees will leave with a self-check questionnaire that they can use to get their SEO score. You'll also get a list of recommendations that you can share with the team that manages your website to make sure the public finds you and gets answers from your website.

Presented by Mac Clemmens, CEO of Digital Deployment. Mac's journey into SEO began when trying to promote a side business to become #1 worldwide for the term "beer label." Since then, he's found that the techniques used there are incredibly powerful for—yet almost never used by—public agencies, for which his firm designs software. Today Digital Deployment operates and manages websites for over 800 institutions nationwide.

Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.

CAPIO.ORG