

# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
<b>Website Marketing</b>	<b>3 ½ hours</b>

## Typically Recommended For

Planning & Evaluation	Inception & Start Up	Operating Businesses
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## Short Description

yes

yes

yes

Having a website is not enough. You need a website that attracts new business. Learn the most important ways to optimize your website for the search engines and others ways to use your website for growing your business.

## Detailed Course Description

Using a step-by-step training and demonstrations, learn how to optimize a website.

Course covers:

- Effective word and phrase selection
- How to submit your website to the search engines
- Optimization tools, techniques, and tips
- Using title, keyword, and description tags
- Word placement and density strategies
- Inbound and outbound links
- Helpful website tools and software
- Strategies for promoting your website

Checklists and forms are provided to workshop attendees.



## Instructor Information

**Tom Howe** has been a practicing attorney for over 25 years and owns two technology companies, including a website design and hosting company. He has written four books (law and software programming) and speaks at legal conferences throughout North America and technology conferences around the world. His practical and entertaining presentation style makes him a highly sought after speaker

## Recommended Background or Prerequisites

None required.