



Center for IT & eBusiness

College of
Business
Administration



Lunch and Learn Series

Topic: What You Need to Know About Search Engine Optimization
Aaron Geh, VP Sales & Marketing - The Karcher Group

Join us on
April 13, 2009
Monday

Time:

12:00 to 12:30 pm
Networking Lunch

12:30 to 1:30 pm
Presentation

Location:

Murphy Room
CBA 2nd Floor

Interested in
attending?

Send an email to
CITe_info@uakron.edu



At a high level, you will learn the basics of SEO, including how it works and why it is important. In addition, you will learn why it is so important to drive more qualified traffic to your site, convert that traffic to leads or sales, and then measure success in real numbers. This interactive format will allow for plenty of Q & A, during which real-world situations can be discussed.