

Topic: **Search Engine Optimization – Challenges & Opportunities**

Venue: **Online**

Dates: **4-30-2024** 7:00pm – 8:30pm CDT

Getting results from Google search has become more difficult in recent years. Some of the difficulties have come from Google but other factors have contributed as well.

We will review those factors and how you can overcome them to get better results from Google search.

This presentation is free and will be online at two different times. Sign up through Eventbrite.com or let me know you are interested.

The content will include:

- How search engines work
- Optimizing the website
- Link building strategy
- Free & paid tools to make the job easier
- How Google Ranking factors have changed
- The effect of external factors
- The role of Google's Search Generative Experience
- How other Google properties can be used for better results
- How to monitor your progress with Google and other tools

Joe Vangsness provides web design services for small businesses, non profits and professionals. He works with both WordPress and Drupal content management systems.

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[Eventbrite Sign Up](#)

Joe Vangsness

Vangsness Consulting Inc.
833 W. Chicago Ave. Ste. 204
Chicago, IL 60642
(312) 455-1126
www.vangsness.com