

Xalt Business Solutions - Small Business Web Sites and Search Engine Optimization Course.

Small Business Web Sites

Learn how to get your business online inexpensively, professionally, and quickly.

Search Engine Optimization (SEO)

Learn how to connect with your customer! What are search engines, how do they work, and how do I make sure my business is easily found and not buried on the 50th page of a Google search.

Social Media

An introduction to the value of social media, such as Facebook, to communicate with prospective customers and existing customers. What is a Blog, and how does it help your business stay relevant?



Join us for a comprehensive course detailing the practical skills, strategies, tools, and resources that can enable small businesses to be successful online. Michael Sollars, (Co-owner & Senior Consultant) will lead the course from a curriculum that he has prepared, outlining the least expensive, yet most effective, ways to get your company online and reaching more customers more often. If you already have a web site, he will cover next steps to help you achieve more success. Mike will also cover social media and what it means for your small business. When this course is complete you will have most of the tools and resources you need to create a professional web site to reach more customers!

What you will learn...

- ◆ Choosing a URL (web address)
- ◆ E-mail & form e-mail communication
- ◆ Web site design basics - Graphics, HTML code, design limitations, hosting
- ◆ Web site template options and graphics resources
- ◆ Web site content and appearance
- ◆ Web site management and maintenance
- ◆ Available resources and tools used in web site development / management
- ◆ Introduction to SEO (Search Engine Optimization)
- ◆ How to SEO optimize your web site
- ◆ SEO tools and resources
- ◆ Introduction to social media
- ◆ What can social media do for a small business
- ◆ How to partner with other web sites to get more traffic to your web site
- ◆ Why is "Content King" and what does it mean
- ◆ How to create a web site plan, put together your assets, and get started!

To find out more about this course, or to enroll in an upcoming course, please visit our web site here: <http://www.xaltsolutions.com/XaltClassOverview.html>. If you have any additional questions please email us info@xaltsolutions.com.