

# SHOULD I RE-DO MY WEBSITE?

This two-hour seminar will cut through the geek-speak and focus on helping you define a mission for your website and how to measure its effectiveness. The seminar will include information on website budget, design, content, ongoing content management, search engine optimization (SEO), search engine marketing (SEM), and social media.

## PRESENTER

Karl Treier has spent 25 years in the information technology field helping build technology solutions that solve real business problems. He recently served as the CEO of CinciMedia and then agil-IT-y Consulting where he and his team developed websites and content for BlueStar, the Cincinnati Ballet, Fifth Third Bank, Miller-Valentine Group, and many others.

## AGENDA

- Introduction
- Defining a mission for your website
- Measuring your website's effectiveness
- What to do if your website is ineffective
- Defining your audience
- Budget
- Team members
- Design considerations: "Making a first impression: you have just 15 seconds"
- Implementation (decoding the alphabet soup of technologies)
- E-commerce
- Content and content management
- Multi-media content
- Okay, my new website is done, now what?
- Getting found!
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Social media alternatives and complements to your website (LinkedIn, Facebook, Twitter)
- Q & A

Throughout the presentation real-world examples will illustrate the right and wrong ways to develop and maintain an effective web presence. A handout with the presentation and useful resources will be provided to help you take the next step.

## DATE

August 3, 2010

8:30 a.m. - 10:30 a.m.

## LOCATION

TechSolve

6705 Steger Drive

Cincinnati, OH 45237

## COST

Free for TechSolve Members  
(\$99 for non-members)

## REGISTER

[www.techsolve.org/events](http://www.techsolve.org/events)

## About TechSolve

For over 25 years, TechSolve has worked side-by-side with organizations of all sizes to deliver the results that matter most. TechSolve's process improvement heritage ensures proven, practical insights for larger, more sustainable improvements. TechSolve helps clients identify and implement process changes and growth solutions that yield the best results for today's challenges and tomorrow's opportunities.