



Fresh thinking. Shared.

SEO for the CEO (Waterloo Region)

At this moment in time someone wants to buy your products, but can't find you using the most important research tool of this decade: *Google*. Instead, they find your competitors.

In **SEO for the CEO**, you'll discover how to win first-page *Google* search results for your products and services. You will learn how to create a benchmark and measure your team to quickly achieve a positive Return on Investment. By combining *Google Trust* with laser beam focus on keywords that will bring you customers, you may be one seminar away from immediate Internet success.

What is SEO? SEO is Search Engine Optimization, which means tuning up your website so that *Google, Yahoo* and other search engines, give it a high score for search terms important to your business and rank it first, second or third on their number one results page.

Who Should Attend? CEOs, CIOs, Senior Marketing Personnel, Key Decision Makers

What you will learn at this Seminar:

- Six secrets of SEO Success
- Key principles of configuring your website
- Dynamic changes being made on Search Engine Features
- How to knock down barriers to being found on the internet

Each participant will receive:

- DVD of step-by-step SEO instructions so you and your team can begin tomorrow.
- Booklet of instructions on how to sign up and optimize *Google Local Business Center* plus a multitude of proven SEO tactics.

Register today as space is limited!

Date: *Thursday, January 28, 2010*

Time: *Registration and Breakfast 0800 – 0830
Seminar: 0830 – 1130*

Location: *Cambridge Hotel and Conference Centre
700 Hespeler Road, Cambridge, Ontario*

Pricing: **Members:** \$ 65*
Non-Members: \$100*

*GST extra

(Register 3 people, get 1 for 30% off)

Presenter

Scott Wilson, CEO, Rankhigher.ca

Rankhigher.ca grew out of Scott Wilson's other business, eMotion Picture Studios, which pioneered streaming technologies to let companies market better on the internet. They became a Search Engine Optimization Internet marketing company soon after deciding that they could do a better job than their own expensive, "inept" SEO consultant. They got their own website to top-ranked on Google through SEO Internet marketing and since then have done it for many others, including a number of Fortune 500 companies. Scott has recently been featured on 680 News and was a headline speaker at this year's PROFIT 100 conference.



Questions?

Please contact Kelly Riley-Dunbavin, Member Services Manager at 877.799.5001 x 23

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Burlington, ON L7N 3T9

Tel: 905-332-0340 x23
Toll Free: 877-799-5001 x23
Fax: 905-332-4768
Email: admin@innovators.org

Register today! Complete the attached form or register online at www.innovators.org.

**Innovators Alliance**

Tel: 905.332.0340 x23
Toll Free: 877.799.5001 x23
Fax: 905.332.4768
Email: admin@innovators.org
Register: krileydunbavin@innovators.org

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January 28, 2009

Fax your registration to our paperless fax: 905-332-4768 or send this form by e-mail.

Company Name: _____

Address: _____

Phone: _____

Cell Phone: _____

Please list all Participants:

Name	Last Name	Title	Email Address
1.			
2.			
3.			

Professional Development Fees

Members (each)

\$68.25 incl. GST

Non Members (each)

\$105.00 incl. GST (Register 3 people, get 1 for 30% off)

Payment

Visa or Mastercard payment is due upon registration and is non-refundable.

Visa

Mastercard

Card Number

Name on Card: _____

Expiry Date: _____

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Signature: _____

Total Charge: _____

Questions? Please contact [Kelly Riley-Dunbavin](mailto:krileydunbavin@innovators.org) at 877-799-5001 x 23