

search

## A 10-Step Plan for Acquiring More Quality Digital Leads



December 2, 2020 11:00 am - 12:00 pm

Presented by:

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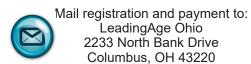
Who will benefit from this webinar?
Communications, Marketing and Admissions staff

Webinar Fee Per Registrant		
Member	\$25	
Non-Member	\$50	
Fee includes materials and continuing education hours.		

Total Registration Payment Enclosed: \$\_







1.0 clock hour will be awarded upon successful completion.

Criteria for successful completion: Attendance at the entire event and submission of completed evaluation form.

LeadingAge Ohio is an approved provider by the Board of Executives of Long Term Services and Supports. Core of knowledge subject area: **Leadership and Management.** 

With more families turning to the internet to find care for a loved one, due to the pandemic, Search Engine Optimization (SEO) is more important now than ever before. Providers need to know what potential customers are searching for and how to deliver targeted content because competition is fierce. Websites that rank the highest in search engines and generate the highest quality of leads are strong in these three areas: audience, technology, and content. Participants will walk away with a 10-step plan to evaluate their SEO to increase referrals.

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Your registration will be complete upon receipt of this form. All registrants will receive an email confirmation and Zoom login instructions. If you do not receive a confirmation, please contact Corey Markham at (614) 545-9015 or cmarkham@leadingageohio.org.

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