

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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CEO/Owner
Marketing Essentials

Who will benefit from this webinar?

Communications, Marketing and Admissions staff

Webinar Fee Per Registrant	
Member	\$25
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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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1.0 clock hour will be awarded upon successful completion.

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