

CITY OF

FORT LAUDERDALE

For Immediate Release

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Media Release

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GET YOUR BUSINESS NOTICED!

MOVE YOUR BUSINESS FORWARD WITH INNOVATIVE IDEAS IN WEB DESIGN AND MARKETING

Fort Lauderdale - The City of Fort Lauderdale's Free Business Education Seminar Series presented by the Northwest Progresso-Flagler Heights Community Redevelopment Agency continues Wednesday, February 8, 2012 with the hot topic of **website design and internet marketing**. Ike Anderson and the team from Upstart Marketing United will demonstrate how to create a website that will give your business the competitive edge.

Topics to be discussed:

- Basic web concepts
- Building a unique and functional web page/website
- How to get your site noticed
- Learn what SEO means to you
- Social media marketing
- Pay per clicks/impressions

DATE:

WEDNESDAY, FEBRUARY 8, 2012

TIME:

6:00 - 8:00 PM

LOCATION:

**JOSEPH C. CARTER PARK
1450 W. SUNRISE BLVD.**

About the Business Education Seminar Series: The presenters for the various seminars come from all backgrounds and areas of business expertise. From lawyers, to bankers to small business owners - the advice and tips that will be given will help those in attendance gain the tools needed to achieve business success.

Seminars run once a month about a particular topic. Participants will have an opportunity to meet with the presenters of each seminar one-on-one at another time for more personalized

direction and consultation. These business education seminars are beneficial and crucial for those who want to achieve business success. The seminars teach real-world situations and applications for avoiding the typical business pitfalls; manage expectations of entrepreneurs; and assist with short and long range business planning.

For details: call 954.828.4752 or email businesseducation@fortlauderdale.gov.

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