

Cutting Through the BS in Online Marketing

How to decide which tools to use online to match your values, vision, and mission. Plus how to translate your word of mouth and in person marketing efforts online.

How to use online tools effectively: be organized.

Learn simple techniques, tools, and habits to be used for both online and offline. For example: don't tweet/Facebook/email while networking, sync your smart phone, laptop, desktop, and network, and utilize cloud computing to make your life easier and your business more efficient.

How to choose the right design/development team for your website.

Review the difference between branding and graphics, what good code will do for your website, the importance of a marketing background, how personality and work ethic impact projects, photography, and how to work within your timeline and comfort zone.

DIY SEO: Do It Yourself Search Engine Optimization

I will talk about what SEO for is in terms of how it applies to your business. Connect with your target market by finding out how they think by using tools to research how your target market searches for you. Learn 3 steps you can take today to improve your chances of being found on Google by the people that matter most: your target market.

Everything email: How to's and trends.

Using your domain name. How to set your email up in a manner that works for you. Use a winning email signature. Your email marketing efforts. Your contacts: organizing and building.

Other topics include:

- Analytics: What should you be tracking?
- SPAM! Phising and pharming: what to watch out for.
- Making sense of domain names.
- How to produce online videos and share photos that makes you relatable to your target market.
- How to create effective content to increase the number of qualified leads you receive.

About Ovaley

Ovaley offers hosting plans and domain names that were developed with the busy, passionate, and entrepreneurial woman in mind. We have been offering our services in hosting and website design and development since 2006.

About Jennifer Donogh

Jennifer Donogh has been a member of the Ovaley team since 2007 after graduating from the University of Washington. She works alongside her mother, Kathy Nelson as an Account Manager, providing personalized support to her clients along with acting as Director of Operations for the company. Her passion is in providing women with the tools to build their businesses around the life they want to live.