

Manage Your Website with Confidence

LEARN WORDPRESS - ACHIEVE YOUR GOALS

1 Day – Workshop
April 12 OR April 13, 2018

*NO COST to Eligible Phoenix Businesses**

**Phoenix Businesses
ONLY!**

Small Business Website Management and Marketing Workshops

Join Phoenix small business leaders for this valuable workshop offered by the City of Phoenix Neighborhood Services Department in collaboration with City of Phoenix Community & Economic Development Department.

LOCATION

Business & Workforce Development Center
302 N 1st Ave, 6th Floor
Phoenix, Arizona 85003

1 DAY WORKSHOP

Thursday, April 12 OR Friday, April 13

Workshop Schedule

8:30 am – Check-in and Networking
9:00 am – WORDPRESS Training
11:45 am – Lunch on your own
1:00 pm – SEO & Digital Marketing Training
4:00 pm – Close

*WHO'S ELIGIBLE?

Businesses located in Phoenix
Been in business for 2-3 years

Expecting to hire at least one new employee in the next 2 years

WORKSHOP REQUIREMENTS

Limited to 10 businesses per workshop

★ Bring a laptop ★

INSTRUCTOR

Emily Journey
emilyjourney.com

WordPress Training Details:

- What theme is used on your website?
- Where can you find the instructions for it?
- Adding Pages and Posts
- Main Navigation / Menu Management
- Word Press Setting
- Media Management
- Managing Plugins
- Managing Widget Areas
- WordPress Crisis Management

Digital Marketing and Search Engine Optimization (SEO) Training Details:

- Identify and Recognize SEO scams and rampant efforts to confuse consumers within seemingly legitimate SEO service agencies.
- Understand Google's organic search results goals.
- Review live examples of successful SEO strategies implemented by local businesses.
- It's not just about content creation -understand the critical elements of digital content structure, keywords, and non-paid content promotion.
- Create a custom SEO strategy with detailed steps.
- Be able to answer important questions such as:
"How important are inbound links to website ranking?"
"How do I get organic (free) search traffic?"
"Does social media activity have any impact on SEO?"
- Overview of free and paid resources to support digital marketing in the areas of : Social Media, Email Marketing, and Email List Building.

Registration Required

Please contact MTA program at 602-534-2776
or email: MTA@phoenix.gov

Online Information: <https://emilyjourney.com/phoenix/>



**NEIGHBORHOOD
SERVICES
DEPARTMENT**

To Preserve, Enhance & Engage Phoenix Neighborhoods

City of Phoenix



City of Phoenix
COMMUNITY AND ECONOMIC
DEVELOPMENT DEPARTMENT

