

**October Program:**

Search Engine Optimization 101  
presented by Jan Limpach

**When:**

Wednesday, October 11, 2006,  
11:45 a.m.

**Where:**

Mitchell's Fish Market  
28601 Chagrin Blvd. at Eton Place

**Get Map & Directions**

**RSVP:**

by October 5, 2006 to  
[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

**Upcoming Meetings**

*We have more top-notch  
speakers and topics coming up.  
We'll continue our schedule  
of meeting on Wednesdays.*

**November 8**

Podcast specialist Tim Piazza,  
will explain the in's and out's  
of this technology.

**December 6**

Our Holiday gathering = good  
food, good fellowship, and  
good clean fun.

**January 10**

Rob Felber, Felber & Felber  
Marketing, will enlighten us  
on the specialized areas of  
trade shows, news conferences  
at shows, and traffic-building  
promotions.

*Non-members are welcome to  
attend our meetings, paying  
\$10 in addition to the cost of  
their own lunch.*

## Cleveland Search Engine Optimization 101

#1 *“Build it and they will come. If they can find it.”*

#2 *“To be found in the search engines, first the search engines must find you”*

-Jan Limpach

Your web site is dynamite. It's easy to navigate, great graphics, client testimonials, media room, clever sound effects, links, etc. Clients, family and friends are all impressed, and plenty of visitors are book marking your site.

Unfortunately, you're missing the boat if you're not doing search engine optimization and search engine marketing with your web site.

What is search engine optimization? What do I do with it? What's the big deal? Why bother?

The answer to the last two questions is: **SO YOU CAN BE FOUND!** Why settle for a few hundred people visiting your site when you can lure thousands, opening the door for new clients and opportunities.

**He's a Cleveland SEO expert**

Jan Limpach, of Keyphrase-Marketing, is a Search Engine Marketing (SEM) Specialist. He demystifies search engine optimization (SEO), explaining it in plain English for

business owners, marketing managers and web design teams.

Jan has a reputation as an excessively preoccupied professional who goes bleary eyed from looking at source code to find clues about the elusive search engine algorithms. In fact, he's an obsessive perfectionist when it comes to SEO, constantly searching specific information on search industry trends and how to translate that data into onsite conversions. He's the go-to guy for all things SEO.

**Value added**

Do you know what the seven most Important key words to Google are on your web site? Interested in discovering a new channel of clients and pleasantly adding to your bank account?

Jan will share with us the basics of search engine optimization and teach us specific tactics for effective seo.

*The room size limits us to only 14 attendees. RSVP now. ■*

The communications professionals of the **Cleveland Independent Practitioners Group** (IPG) meet monthly.