



Make Your Website Speak to Google: It's about the **CONTENT**.

Search is continuing to evolve. Artificial Intelligence (AI) has made some major impacts on how websites are crawled and found in search engines.



Tools To Take Your Business To The Next Level

Date: Wednesday, June 12, 2024 from 12 - 1 pm

Arcadia Chamber Conference Room: 388 W. Huntington Dr. Arcadia
Lunch will be served. FREE to Members/\$10 for Non-Members

**Presenters Christine Zito, owner of Pure Media Marketing
and Mj Finstrom, co-owner of HUTdogs**

— WHAT YOU'LL LEARN —

Writing E-E-A-T Content

To rank well on Google, your content needs to demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T).

E-E-A-T IN SEO

Optimizing your content with keywords helps search engines understand what your content is about and improves your ranking.

Google Business Profile

Google Business Profile (formerly Google My Business) is crucial for local businesses trying to get found in search results.

Your website has the potential to be as amazing as you envision it. Let's explore some strategies to get it ranking on Google searches.

Register at <https://Web.ArcadiaCaChamber.org/Events>