If your website isn’t gaining you sales, it’s losing you sales.

In a 2014 study, Millard Brown Digital found that 90 percent of those making B2B purchasing decisions run an average of 12 online searches to learn more about a particular product or service before they ever engage with a company. Seventy-one percent of those searches are conducted on a generic search engine such as Google or Bing. So, if you are not getting found in online search results, you are missing the opportunity to educate your clients and make a sale.

In the coming months, CIRAS will be hosting a series of webinars to help you understand and take advantage of Internet marketing. Each webinar will have a specific topic, and the presenters will do their best to take and answer your questions. Webinars are free of charge. Registration information can be found below.

December 15, 2015, 1:00 p.m. CST
Webinar #1—Getting found on Google
Paul and Neal will provide an overview of the basics of search engine optimization. You will learn what to look for when building or redeveloping your website and online presence.

January 20, 2016, 10:00 a.m. CST
Webinar #2—What’s with all these changes?
Are you afraid of Google and other search engines? Paul and Neal will cut through the complications and explain, with a minimum of scary technical words, what Google’s continual changes really mean for your ability to show up in search results. (It’s not the end of the world. Really.)

February 17, 2016, 1:00 p.m. CST
Webinar #3—Bad links and how they hurt search rankings
Bad links can cause search engines to skip over your web site and lower your placement in search results. In this session, Paul and Neal will help you understand what a bad link is, how to tell if you have any pointing to your site, and how to fix the situation if you do.

March 8, 2016, 10:00 a.m. CST
Webinar #4—Duplicate content and your disappearance from search results
The Internet is full of content, and search engines are trying to connect you with it. Nothing frustrates them more than people who do not add anything to the conversation. Paul and Neal will help you learn how to identify duplicate content and eliminate its placement-killing effects.

HOW TO REGISTER: Please go to https://goo.gl/mjvuHB to register for any or all of these no-cost webinars. You will answer a few questions and then be sent detailed information on how to join the webinars.