

Southwest Florida District 480



FOR THE LIFE OF YOUR BUSINESS

Southwest Florida SCORE Chapters

Manasota Presents: Grow with Google Bootcamp

A graphic for the "Grow with Google Bootcamp" event. The text "Grow with Google" is in a colorful, multi-colored font, while "BOOTCAMP" is in a large, metallic, 3D-style font. The background is black with a yellow and green gradient at the bottom. There are also some faint, stylized boot prints in the background.

Grow with Google
BOOTCAMP

Five FREE Information Packed Webinars Presented by Pamela Starr,

Professional Trainer, Grow with Google

- ✓ Intro to Google Analytics **(Aug. 10)**
- ✓ Make Your Website Work For You **(Sep. 21)**
- ✓ Get Your Local Business on Google Search and Maps in time for the holiday season **(Oct. 19)**
- ✓ Intro to Google Ads for the Holiday Season **(Nov. 9)**
- ✓ Reach Customers Online with Google in the New Year **(Dec. 7)**

SCORE  | Manasota

We have assembled five webinars presented by *Pamela Starr, a Grow with Google professional trainer*, that will help you get the most out of Google's digital tools. **Sign up for one or all five, they're FREE.** We have spaced them out so that you can implement the information in each session before moving on to the next. The webinars are all on **Wednesdays at noon ET.**

[Grow with Google Bootcamp Series Part 1- Intro to Google Analytics](#)

Wed., Aug. 10th |12:00 pm-1:00 pm ET

[REGISTER](#)

Learn how to set up and start to use Google Analytics to understand how people engage with your website. This session is perfect for people new to Google Analytics.

Learn how to:

- Set up Google Analytics account
- Understand what types of reports are available in the newest version of Google Analytics (GA4)
- Make better decisions about how you run your business by reviewing your Google Analytics Data

[Grow with Google Bootcamp Series Part 2 - Make Your Website Work For You](#)

Wed., Sept. 21st|12:00 pm-1:00 pm ET

[REGISTER](#)

Learn how to create a search-friendly website that drives user action and supports your goals. In this webinar we'll cover:

- What type of design works best for your organization
- How to create a website that drives toward your business goals
- How to make your website more search-friendly on Google.

We'll also introduce you to free Google tools that can all help you improve the likelihood that your ideal customer will find your website on Google.

Be sure to attend live so you can get your questions answered.

[Grow with Google Bootcamp Series Part 3 - Get Your Local Business On Google Search And Maps In Time For The Holiday Season](#)

Wed., Oct. 19th |12:00 pm-1:00 pm ET

[REGISTER](#)

Learn about Google's free tool for local businesses who want to connect with local customers on Google Search and Maps.

Attend this webinar live to get your questions answered.

In this session you'll learn how to:

- Create, claim or update your Profile on Google in time for the busy holiday season
- Manage your business info across Google Search and Maps
- Use this tool to connect with potential customers

[Grow with Google Bootcamp Series Part 4- Introduction to Google Ads for the Holiday Season](#)

Wed., Nov. 9th |12:00 pm-1:00 pm ET

[REGISTER](#)

Learn how to reach more customers and grow your business with Google Ads. Attend this webinar live to get your questions answered.

This session covers:

- How to create an account and set up an ad campaign
- How to write ads that are more likely to help you achieve success
- How to understand the difference between Google Smart Campaigns and Ads expert mode.

Grow with Google Bootcamp Series Part 5 - Reach Customers Online With Google in the New Year

Wed., Dec 7th | 12:00 pm-1:00 pm ET

[REGISTER](#)

Are you ready for 2023? Learn how customers find your business online and how to promote your business in the New Year using Search Engine Optimization (SEO) and Smart Campaigns in Google Ads.

Attend this webinar live to get your questions answered.

In this workshop you will learn how to:

- Improve your website's visibility in Google's organic search results, on all devices
- Maximize SEO strategies
- Attract new prospects with low-cost advertising

Presenter: Pamela Starr



Pamela Starr is a leading authority on building customer loyalty and a professional speaker for Grow with Google. A sought-after keynote speaker, Pamela helps people achieve more measurable and profitable results from their digital and offline communication programs. For all her presentation attendees, she delivers real-world tools and strategies that drive stellar results.

Pamela is known to many in the business community for her prior role as corporate Director of Product Training for North America at Constant Contact. In that position, she directed the training activities that showed thousands of small businesses and non-profit organizations how to improve their digital media marketing efforts.

Pamela has dedicated her entire career to helping businesses and top performers grow. She has trained, coached, and delivered keynote presentations to more than 500,000 professionals at more than 2,500 events. In addition, she has logged more than 30 hours of live national television appearances.

Pamela has a bachelor's degree in Advertising from the Florida State University and completed graduate-level studies in Communication at the University of Central Florida. You can connect with Pamela on her website:

www.PamelaStarrOnline.com or through Twitter: @PamelaStarrFL.

Small Business Help From SCORE

SCORE has the largest network of free volunteer small business mentors in the nation. No matter what stage your business is at SCORE has a mentor for you. Easily request a mentor to help you start, grow, or transition your business today!

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