



Make Your Website Work Smarter!

When: 1.00pm – 2.00pm | Thursday 04 October

Where: Employers' Association, 16 McBride St, South Dunedin (Car parking available)

The majority of businesses today have a website, but how well is it working? A carefully planned website development strategy is critical and is an evolving, ongoing process. Come to this lunchtime seminar to be motivated to make your website work smarter.

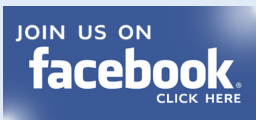
This seminar includes handy marketing tips when creating or revamping your website

- Important do's and don'ts
- Design considerations
- Creating meaningful content
- Search Engine Optimisation - what is this and how important is it?
- Understanding your website statistics

Tea and coffee provided.

RSVP to Sarah by Friday 28 September | phone 03 456 1813
or email info@shesmotivated.org.nz *Limited Spaces Available*

Members \$10+gst, Non-members \$15+gst



Presenter

Philippa Crick *BCom (Hons), DipGrad in Marketing*
Marketing Director Creative Advertising

Philippa has been working in the marketing industry for over ten years and provides strategic marketing services for all sectors. She holds a pivotal role at Creative Advertising managing the marketing and communications mix including design, copywriting, branding, website development, social media marketing and PR for a variety of clients.