



# Series of Spotlight Seminars

sponsored by

## EZSolution, Lancaster



8:00 am. – 9:30 am. / at ABC Keystone  
Starts February 24, 2011

### SIGN UP FOR ENTIRE COURSE OR INDIVIDUAL SESSIONS:

1. February 24 -----Google: How to Get First Page Placement
2. April 21 -----Website Basics: Get It Right the First Time
3. June 16 -----Embracing Social Media in a 'Bricks & Mortar' World
4. September 15 ----Your Website: 'Show Me the Money'
5. November 3 -----Website Videos: Get Instant Expert Status

### Learn more about:

- How Search Engine Optimization (SEO) really works
- How to develop a professional website, avoiding costly mistakes
- How to determine if social media sites are effective for your company
- How to improve lead generation from your website
- How to build "expert" status for your company

### PRESENTOR:

Tom Malesic is President and Owner of EZSolution.

In 1997 Tom started EZSolution as a Web design company. He had this crazy vision of what a company should be: that clients should come first and that work should be fun. Thirteen years later EZSolution has grown to a company of 18 people, still dedicated to that original vision.

In 2005, Tom bought a local computer technology company allowing EZSolution to provide a complete range of technical services as well. These services include a managed service program for networks, a business continuity program for data security and network consulting and installation services.

In 2009, Tom published his first book, *What Your Web Developer Never Tells You*. In 2010 he was named "Marketing Genius," by Robin Robins of Technology Marketing Toolkit.

*These seminars are part of the "Economic Survival Guide" series.*



**Included with Your Membership – Registration is Required! (Walk-Ins Discouraged)**

**Reservations/Cancellations due 7 days prior to each session. Includes light breakfast.**

Type or legibly print.

Firm Name: \_\_\_\_\_ Firm Phone: (\_\_\_\_) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Firm Fax: (\_\_\_\_) \_\_\_\_\_

Participant Name: \_\_\_\_\_ email: \_\_\_\_\_

Title: \_\_\_\_\_ Entire Course **OR** Session(s): 1 2 3 4 5

Participant Name: \_\_\_\_\_ email: \_\_\_\_\_

Title: \_\_\_\_\_ Entire Course **OR** Session(s): 1 2 3 4 5

**TOTAL PARTICIPANTS:** \_\_\_\_\_

**Call Jo Ann at 717.653.8106 / FX: 717.653.6431 / Mail: ABC Keystone, 135 Shellyland Road, Manheim, PA 17545**

