



Executive Blueprints

~ Blueprints for success ~

AGENDA

Optimize My Web Site Workshop

February 16, 2006

9:00 a.m. – 4:30 p.m.

Laguna Cliffs Marriott Resort & Spa
25135 Park Lantern
Dana Point, California 92629

9:00 a.m. – 10:00 a.m.

Getting Started – My First Web Site

Web Statistics
Define what you want from your site
Planning and Preparation
Registering Your Domain
Suggested Tools for developing your Pages

*Maggie Merante
John Mehrmann*

10:00 a.m. – 11:00 a.m.

Selling on the Web

MyCorp, DBA, EIN / SSN and Bank Accounts
Selling the eBay Way
Pay Pal and trusted Sites
Terms and Conditions, Privacy and Returns Policies
The amazing Link Share network

*Louis W. Mehrmann
John Mehrmann*

11:00 a.m. - noon

Page Layout

What's in a Name
Stay Above the Fold
All images are not created equal
Fancy or Functional, Tourists or Transactional
Buttons will get you nowhere

*Maggie Merante
John Mehrmann*

1:00 p.m. – 2:45 p.m.

Search Engine Sizzle

Titles, Keywords and Meta tags
ROR, URLlist, and Robots
Link Popularity
Navigating the BLOGS
RSS for PHP, Java, or don't bother

*Louis W. Mehrmann
John Mehrmann*

3:00 p.m. – 4:30 p.m.

Marketing and PR

Getting listed, free submission to search sites
How Search Engines Work
SEO Tools, Site Web Site Reports, Measure Everything
Reciprocal Links
PR WEB, Email, Direct Mail and Advertising

John Mehrmann

4:30 p.m. -

Wrap-up

Q&A Panel, Open Discussion
* Private Consultation or Follow-up also available

Panel

* Note – Lunch and Parking are not included in admission to the Workshop, available for purchase from Marriott