



Build the Face of Your Business

A blog can drive more traffic to your website and move your company name higher on the search engine hit list. It will establish credibility as an expert in your field and you will become a trusted source of information for your customers. Your website, blog and social media platforms together will become the face of your business. The result of utilizing all of these platforms is higher trust and better brand awareness.

In this 2 1/2 hour seminar you will learn about:

- ✓ Blog Terminology
- ✓ Blog Hosting Solutions
- ✓ The Business Blog Role in Marketing Strategy
- ✓ Identifying Content and Content Writers
- ✓ Measuring Return on Investment
- ✓ How to Get Started

A good blog strategy will have a positive effect on your business relationships.

For more information or to schedule a seminar, please call 814-657-6800 or email us at: gibbonsbusinesssolutions@gmail.com



Build Your Professional Credibility!

GBS Seminars

See the GBS website for more topics in our Seminar Series.

Check our Events page on our website for the current public schedule. Or contact us to schedule a seminar at your location.

Customized seminars are also available. Call us to discuss your training needs.

Instructor: Holly L. Gibbons

Holly is Co-Owner/Creative Director of GBS and leads the Team with 27 years of management experience, including 20 years as General Manager of an IT company. She is experienced in website development, hosting and management, 30+ years in public speaking and training, and is a social media expert and influencer. Holly is also a partner in a growing artisan business.

