

SEO and SEM for Private Duty: Creating, Coordinating, and Converting
Merrily, Orsini, MSSW, President/CEO, corecubed
Tuesday, July 10,
3:00 p.m. Eastern (2p Central, 1p Mountain, Noon Pacific)



Description of Webinar

In today's digital marketing environment, it is imperative for a website to be well crafted, professionally designed, and optimized to facilitate visitor usability and Internet search technology—guiding quality traffic to your site. Home care is specifically challenging because the words “home care” can mean remodeling, refurbishing, carpet cleaning and lots of other things besides in-home care. Add to this that you want the visitor to take an action while on the site, and you have to have search engine marketing in play to accomplish that. This informative webinar will discuss how to best lay the foundation for optimizing your site, and how to strategize and implement marketing on the site, all geared specifically to the private duty market by experts who work in this arena daily.

Bio of Presenters

Merrily Orsini - Founder, Owner and President/CEO of **corecubed**.

- Serial entrepreneur starting her first business in 1981, a geriatric care managed non-medical in-home care business.
- Received Ernst and Young Entrepreneur-of-the-Year award for her success in that business.
- Known as the expert in Internet marketing services, backed with a powerful design team for web and print.

Will Chatham, Web Manager, corecubed

As Web Manager for **corecubed heads up the web development team**.

- Has been working directly with technology and the internet since 1999.
 - Has a broad spectrum of skills including system administration and information security, in addition to developing websites for a wide variety of clients.
 - Known as the expert in Internet marketing services, backed with a powerful design team for web and print.
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Any attachments will be email **prior** to the session.

The Webinar will last approximately one hour.

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