

SEO



WEB



ANALYSIS



CONTENT



BACKLINKS



KEYWORDS



TRAFFIC



RANKING



OPTIMIZATION

Search Engine Optimization

Foundational Concepts and How to Implement SEO - Danny Daugherty with Brandcraft

Whether you're a public relations or communications pro, small business owner, marketer, or website developer, this session will provide valuable insights into the world of SEO.

Key Topics:

- Keyword research
- On-page optimization
- Ongoing SEO

By the end of the session, you'll have a solid understanding of how to improve your website's visibility in search engine results pages.



Danny Daugherty
SEO Account Manager

Danny has worked in digital marketing for ten years, first as a social media account manager and then in SEO. He approaches SEO with a performance-based mindset and firmly believes that SEO needs to be a main focus for any organization looking to increase performance and visibility.



Tuesday
January 31, 2023

12:00 pm – 1 pm
Pacific Time
Open to the Public

- *Free – PRSA Mid-Columbia members and BrandCraft employees*
- *\$5 – Other PRSA Members*
- *\$10 – Non-PRSA Members*

Register to obtain the
Zoom link [here](#)

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