



## May Dinner and Program

# SEO: Magnetize Your Website in Search Engines

Speaker: Atana Morell

A website is an indispensable business tool. However, if it's drowning in search engine results, then it's not fulfilling its potential. Basic Search Engine Optimization (SEO) skills help your website to float to the top of web search results and direct people to your website. While it is important for your business to rank well with search engines such as Google, it can be difficult for businesses to afford the services of an SEO expert. In this program, we'll review basic SEO skills that can give your business a head start until you are ready to work with a pro.

With experience serving corporate giants like Intel as well as nimble Silicon Valley startups, Atana Morell has a long background with clients large and small as a web developer, graphic artist, SEO expert, photographer, videographer, drone pilot, and more. Now, as the head of Summit Media Development, Atana is focusing on the needs of businesses in our area. The Summit team helps bring your brand to life on the Internet by providing web sites, content, and social media support. Atana enjoys mentoring the students of Ashland High School's FIRST Robotics Team, volunteering at community events, cooking, playing video games, and a nice pot of tea.



**When** Thursday, May 10, 2018  
5:30 Networking  
6:00 Dinner and Introductions  
7:00 Program  
8:00 Meeting Ends

**Where** Rogue Regency Inn  
2300 Biddle Road, Medford

**Cost** Member - \$ 25\* Non-member - \$ 30\*

**Menu** Smoked chicken Fuji apple salad which includes fresh spinach tossed with bacon bits, walnuts and topped with smoked grilled chicken breast, roasted Fuji apples, and melted blue cheese, plus rolls and butter, frozen yogurt bark dessert, and coffee/tea  
**Vegetarian option:** Smoked marinated tofu replacing chicken in the main course salad (Please request this when you register.)

**\* Get a \$3 discount for online registration and prepayment at [wesoweb.org](http://wesoweb.org)!**

Prepay an online reservation or call Carol Vandell at 541-292-6326. (Also call Carol about food allergies, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on **May 7th**. Reservations made after this cut-off date cannot be guaranteed. Cancellations must be received by that date or you will be responsible for payment of the uncanceled event.