



# DIGITAL MARKETING CONFERENCE 2015

## Rocks Digital 2015 Pre-Conference Workshops

Starts 10:00 am | Lunch 12:00 pm | Resumes 1:00 pm | Ends 4:00 pm

### 10:00 am Crafting a LinkedIn Profile That Drives Traffic, Generates Interest and Creates Results

**John Nosal**



LinkedIn has a lot of bells and whistles, John will be focusing specifically on how to effectively complete your LinkedIn profile and optimize it for search. An effective LinkedIn profile tells a story and he will walk you through the components to tell the best story possible.

### 11:00 am Leverage Twitter for Success: Not How to Tweet, but What to Tweet to Create Reach and Expand Your Brand

**Lissa Duty**



Learn how to write engaging tweets that will get retweeted and create conversation amongst those following you. Twitter seems really simple on the surface and sending a tweet is conceived as easy, creating engagement with your tweet is the real challenge. Be ready write a few tweets of your own for practice.

### 12:00 pm On-Your Own Lunch

### 1:00 pm Your Visibility Checkup: How to Take Control of Your Data

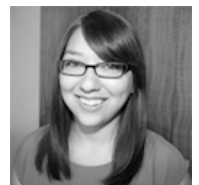
**Randall Turner**



Explore how your business is represented online, walk through generating a free visibility report and understand what you are seeing. Be ready with your computers to run your report and take your online presence from zero to hero.

### 2:00 pm Performing a Technical SEO Audit for Optimal Website Performance

**Rachel Morgan**



Learn how to perform a technical SEO audit for optimal website performance. Rachel will demonstrate some free and a few paid tools you can use to see how your website ranks online and identify the gaps you need to fix to move your website from page 10 to page 1 in Google search.

### 3:00 pm How To Create Rocking Blog Topics

**Natalie Gould**



Natalie says "I know how to come up with blog topics that don't suck" and she will teach you how to do the same. Be ready to use some of her favorite free tools to do some keyword research and tie your brand to something that will connect with your customers.

### 4:00 pm End of Day

