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Google for advice at business exhibition



Bernard Ginns
Business Editor

SPECIALISTS at online giant Google will be advising visitors to Business Yorkshire how to maximise their web presence.

The experts will, in a series of free seminars, tell businesses how to better understand visitors to their websites and improve their online communications.

They will also discuss search engine optimisation and how to drive more traffic to websites.

The talks will feature in the Google University Theatre, taking place at the second annual exhibition at Doncaster Racecourse on November 25 and 26.

Scott Hider, organiser of the Business Yorkshire show, said: "The internet represents one of the most cost-effective ways to attract new customers and service existing customers.

"The SMEs that will prosper through these challenging times are those that understand the value of both off-line and online marketing."

Mr Hider, who is managing director of Nationwide Media, added: "The seminars in the Google University Theatre will give business owners the knowledge they need to take advantage of online opportunities.

"Best of all, many of the tools that the Google experts will suggest won't cost SMEs a single penny.

"The Google University Theatre is one of the many features at this year's Business Yorkshire to help businesses market themselves more effect-

ively."

Other events in this year's programme include keynote speak-

ers in the Business Link Innovation Lounge, Business Link Speed Networking sessions, the Angels Den Theatre, the Sustainable Hub and a programme of how-to seminars from local business experts.

The Sustainable Hub will be an area dedicated to companies offering environmental solutions to other businesses.

The organisers want to hear from any organisation that offer green solutions to businesses, such as waste management, travel planning and carbon offsetting, that is interested in exhibiting.

The *Yorkshire Post* is media partner for the two-day event.

The speakers will be announced nearer the time.

Last year's included Karren Brady, who was the keynote speaker at the Yorkshire Post Business Breakfast, and Dennis Turner, the chief economist of HSBC.

For further information on Business Yorkshire and to register for free tickets visit: www.business-yorkshire.co.uk



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HELPING HAND: Google specialists will be at Business Yorkshire to give advice on communicating over the internet.

