



FOR IMMEDIATE RELEASE

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Middlesex County Chamber of Commerce hosts The Fundamentals of Search Engine Optimization as part of KeyBank Workshop Series

(**Middletown, CT**). Don DeVivo, Chairman of the Middlesex County Chamber of Commerce, announced that the Chamber will host a KeyBank Workshop on The Fundamentals of Search Engine Optimization (SEO) on Tuesday, February 11, 2020 at 8:00 a.m. and will last until 10:00 a.m. The training session will take place at the Middlesex County Chamber of Commerce, 393 Main Street, Middletown, CT.

Presented by Lauren Middleton of Keyword Performance, the workshop “Search Engine Optimization (SEO): will provide you and your business with the practice of refining aspects of a website—both on-page and off-page—so that it appears, or “ranks,” at the top of search engines for specific keywords.

Workshop Instructor Lauren Middleton is a Connecticut native and the owner of Forest City Marketing. She has been a Middletown resident for 7 years and has become quite involved in city affairs and the Chamber. After wanting to go into business for herself for several years, she finally moved forward and opened her company in 2015. Using the skills, she has acquired being in digital marketing for 10 years, she now has over 10 full-time clients. Lauren uses her creativity and ingenuity to create stunning websites, content, and get businesses found with highly researched Search Engine Optimization campaigns. Her clients range from multi-million-dollar biotech companies to small law firms.

When done right, SEO will give your business valuable online visibility. There is no single SEO “trick” that will give you overnight success; on the contrary, SEO requires trial, error, and long-term commitment. What works for one website will not work for every website; therefore, true SEO professionals will devise and execute a plan that is tailored to the goals of your business. This workshop will help you find out what plan is tailored to your business to meet your business goals.

Increase revenues and conversions of online visibility by registering your business today! Visit <https://www.middlesexchamber.com/> to register or call 860-347-6924. Registration cost for Chamber members is \$30 and for Non-members \$40.

Established in 1895, the Middlesex County Chamber of Commerce is the largest Chamber in the state. Located in Middletown, CT, this dynamic business organization boasts over 2,175 members that employ over 50,000 people. The Chamber strives to be the voice of business in Middlesex County and the surrounding area with nine geographically based divisions that meet on a monthly basis as well as industry-based committees and councils throughout Middlesex County that work hard to provide a valuable service to their members. In addition to being an effective and dynamic business organization, the chamber strives to be a community organization. Middlesex County Chamber of Commerce runs a number of events and programs that support veterans, youth development, and substance abuse prevention. For more information visit www.MiddlesexChamber.com

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