

# Websites: Competitive, Search Engine Friendly & Social Media Content

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Managing competitive online marketing is all about choosing the right options providing the best return on investment for your organization.

Join PennTAP Advanced IT as they take you through:

- understanding the anatomy a good business website
- how search engines work, and
- social media marketing tools

They will help you understand what the important online marketing aspects are that small to medium-sized companies need to know and basic search engine optimization. This Webinar presents the fundamentals of what constitutes a professional website and website marketing 101.