



PWIPM of New England “Why a SEO Friendly Website Matters, Before Navigating the World of Creepy Targeted Ads?”

*With Kelly Decollibus-Fillion
of Reachlocal*

November 12, 2020 2pm-3pm

Topics to Include:

- Social Media
- Google Searches
- Ad Words
- Facebook Ads
- Search Engine Optimization (SEO)

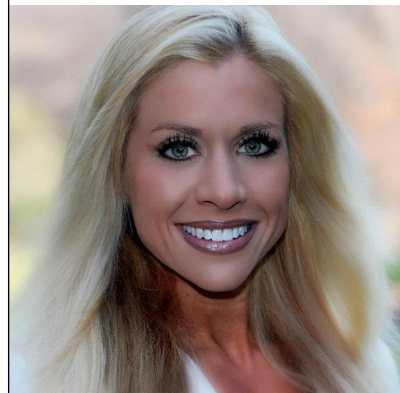
Register Here! <https://tinyurl.com/NEPMAPWIPM2020>

Kelly Fillion is a digital marketing expert who has spent the last 16 years helping small/medium sized businesses transition into the digital world. She currently resides at Reachlocal- a leading, Global, digital marketing firm that specializes in Paid search marketing. She is well versed in all aspects of Digital marketing/advertising, and has been with Reachlocal almost 13 years.

ReachLocal is the world's largest online marketing company dedicated to helping local businesses attract more customers online. With over 70 offices worldwide in 16 countries we take the best practices and bring them to local small and medium business owners to make sure that they get the best return on their advertising dollars. Our global expansion and long-term relationship with Google has made us Google's only Global Premier Partner and our continued success and focus in running Google AdWords Campaigns for small and medium businesses (SMBs) has seen us be hand-picked as one of Google's Premier SMB [HYPERLINK "http://www.google.ca/intl/en/ads/premiersmbpartner/advertisers.html"](http://www.google.ca/intl/en/ads/premiersmbpartner/advertisers.html) Partners.

We are Now Part of the USA Today Network- Owned by Gannett.

We can track all leads from websites directly, and track performance from all campaigns and optimize them Daily for the best possible ROI. We offer optimized PPC, targeted Display, geofencing, search/site retargeting, Behavioral targeting, Facebook ads and retargeting, YouTube Trueview ads, pre roll, mobile in app ads, SEO, websites, reputation /social media management, Content marketing/off site SEO (blogging) ..and more!



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