



BASIC & APPLIED DERMATOLOGY FORUM EVENT

March 20, 2018

Website Content Creation to Boost SEO (Search Engine Optimization) and Credibility

Please join us for this presentation and lunch!

Lydia and Lee will be presenting between 1:00 PM - 2:00 PM



Lee Hall - An attorney by profession, a writer by vocation, Lee Hall, J.D., LL.M., is the founder of the content writing company Content Elf. Lee has taught a variety of courses at Rutgers-Newark and at Widener – Delaware Law. Lee regularly works with legal, healthcare, and marketing firms that require search engine optimization through informed, carefully crafted pieces, in styles ranging from provocative to policy-shifting.

Lydia Grossov is a graphic designer and website designer specializing in the Pharmaceuticals and Healthcare industries. As the founder of Espresso Design, Lydia helps businesses and individuals develop a strong brand with beautifully crafted and strategic marketing collateral and websites. In the 20+ years of her career, she has helped businesses stand out from their competition, build credibility with their clients and, ultimately, increase their bottom line.



Topics Covered: Lydia Grossov and Lee Hall will walk you through SEO essentials for your website. Topics covered will range from a brief intro to the technical side of SEO from hosting, speed, and SSL, to best practices for page titles, keywords and meta descriptions; an overview of what constitutes good quality content — what are search engines looking for, what to do and what not to do, what used to work 5-10 years ago, but will actually hurt your ranking today; how to create quality content for your website; and what you need to know before hiring someone to create content for you.

LOCATION: Life Sciences Building, Rutgers - The State University of New Jersey, 145 Bevier Road, Piscataway, New Jersey 08854, New Jersey
Center for Biomaterials Suite - Conference Room 102

TIME: March 20th 2018 12:30 PM – 2:30 PM

HOST: Otto Mills, Ph.D., FCP, Rutgers RWJMS

REGISTRATION IS FREE!

Please contact Louli if you plan to attend: 848.445.9566
cbmfrontdesk@dls.rutgers.edu

SUPPORTED BY:

Center for Dermal Research &
Target Health, Inc.

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