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 Expresso 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.

For general or talk information contact: Otto Mills, Ph.D., FCP- Adjunct Professor of Dermatology- Rutgers, RWJMS at Otto@ohmills.com