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Introduction to Search Engine Mechanics: A Look Under the Hood

Search engine optimization  - “SEO.” Sound intimidating? It doesn’t have to be! Did you know that making even small changes on your website can make a huge difference in where it appears in search results? Better search results can help bring many more people to your site.

Resource Media will take you for a drive through a non-technical introduction to SEO. This training is geared to help communication professionals write web copy that can substantially boost your website’s visibility among your target audiences. Whether you work with a web designer or manage your website yourself, you’ll find tools and tips that you can put into practical use.

Presented by Brendan McLaughlin, Program Director, and Gaelen O’Connell, Digital Media Manager.

[Stream the webinar recording](https://resourcemediaevents.webex.com/resourcemediaevents/lsr.php?AT=pb&SP=EC&rID=2451712&rKey=dc9b0c8e2bce5504)

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