

Prescribing Online Marketing Help for Small Business

Kim Butler has been working and consulting in the online space for more than 12 years. As a 4th generation small business owner and having been involved in two start ups, Kim knows the challenges of running and marketing a company. In her consulting business, The URL Dr., she works with clients to improve their online presence and bottom line through website design, online marketing, analytics, and customer retention.

The URL Dr. Seminars:

Real Solutions for your Online Ailments – Fast & Painless

Kim Butler brings her years of experience and knowledge in online marketing to you in a series of seminars that deliver practical solutions and strategies that you can implement today. Based on her online video series, “How to Make Your Own Website” and “Do It Yourself Online Marketing,” Kim teaches you how to get more visitors to your site and convert them to customers.

Why No One Can Find Your Website

Your customers can't do business with you if they can't find your website. Discover best practices in basic website design and search engine optimization (SEO) to make your site more user friendly and search engine friendly. Boost ROI fast!

Online Marketing Tips & Tricks to Get Your Website Noticed

Don't put all your eggs in one basket. You need more than one online marketing method to reach your potential customers. Find out how to implement a combination of strategies that will bring more qualified buyers to your site & increase your bottom line.

The Power of Email Marketing with Constant Contact

Discover proven tactics on how to best use email to reach a specific audience, forge a connection, and drive action! Find out how Constant Contact Email Marketing can help you create more effective emails, build a growing subscriber list, and track results.



Kim Butler – The URL Dr.



Kim at 16 in People

Kim can cover these three key topics, or even customize her seminar to address a specific area of interest to your group. Email Kim at KimButler@TheURLdr.com for more information.

Kim Butler – Speaker Bio



Kim Merritt-Butler
The URL Dr.
Consultant & Entrepreneur
www.TheURLdr.com

Kim Butler is a leading online marketing consultant and nationally recognized entrepreneur. Her new series of small business seminars, based on her online video series “How to Make Your Own Website” and “Do It Yourself Online Marketing,” focus on how to increase sales and retain customers through an effective web presence, online marketing, and social media.

Her fiery personality, humor, and no nonsense style make her seminars a must see for small businesses. Kim’s knowledge comes from three decades of owning and operating her own small businesses and over 12 years of working and consulting in the online space.

Kim has been a featured speaker at YPO Family University, The Wharton School of Business, National Federation of Independent Business (NFIB), and dozens of small business events around the country. She has testified before a US Senate Subcommittee on Entrepreneurship and has been the recipient of the NFIB Young Business Owner of the Year. Kim’s entrepreneurial activities have been documented in People Magazine, USA Today, Barron’s, Newsweek, and on numerous national and regional television programs.

 **KimMerrittButler**

 **TheURLdr**

 **TheURLdr**

Email Kim at KimButler@TheURLdr.com for more information or to schedule a seminar for your group.



Kim Merritt-Butler
The URL Dr.
Consultant & Entrepreneur
www.TheURLdr.com

 **KimMerrittButler**

 **TheURLdr**

 **TheURLdr**

Why No One Can Find Your Website

Your customers can't do business with you if they can't find your website. You could be inadvertently doing things on your website that are keeping your site from being found online. Learn the basics of search engine marketing and website design in an easy to understand format for any level, from beginner to novice. We'll cover best practices in search engine optimization (SEO) to make your site more user friendly and search engine friendly. This presentation includes:

- How to Pick the Right Domain Name
- How to Pick the Right URLs
- Basics of Keyword Research
- Search Engine Optimization Best Practices
- Optimizing Photos
- Optimizing Video
- Landing Page Design
- Using Calls to Action
- Creating Goals for Your Website
- Tracking Results

“Why No One Can Find Your Website” is a two-hour seminar that will cover best practices, strategies, tips, and tricks to get qualified traffic to your website and show you how to convert those visitors to customers. This seminar is based on the online video series, “How to Make Your Own Website,” by The URL Dr. This program also covers how to align your website with your core business and make sure your online strategies work in harmony with your offline strategies. You'll be given an action plan that will allow you to make changes to your website for positive, long-term results.

This presentation can be customized to address a specific area of interest to your group.
Email Kim at KimButler@TheURLdr.com for more information or to schedule this seminar.



Kim Merritt-Butler
The URL Dr.
Consultant & Entrepreneur
www.TheURLdr.com

 **KimMerrittButler**

 **TheURLdr**

 **TheURLdr**

Online Marketing Tips & Tricks

Don't put all your eggs in one basket. Depending on one online marketing method to drive your entire program is risky at best. You need more than one online marketing method to reach your potential customers. Find out how to implement a combination of strategies that will bring more qualified buyers to your site and increase your bottom line. This presentation includes:

- Basics of Keyword Research
- Best Practices for On Page Elements
- Link Building Strategies
- Optimizing Photos
- Optimizing Video
- Optimizing Video
- Basics and Best Practices for Pay Per Click (PPC) Campaigns
- Using Google Analytics
- How to Set up Webmaster Tools
- Google Adwords
- Facebook Campaigns

“Online Marketing Tips & Tricks” is a two-hour seminar that will cover best practices, strategies, tips, and tricks to get qualified traffic to your website from a variety of sources. We'll show you how to implement numerous techniques that will bring visitors from various sources. This seminar is based on the online video series, “Do It Yourself Online Marketing,” by The URL Dr. This program also covers how to track your results on an ongoing basis. You'll be given an action plan that will allow you to make changes to your online marketing program for positive, long-term results.

This presentation can be customized to address a specific area of interest to your group.
Email Kim at KimButler@TheURLdr.com for more information or to schedule this seminar.