



THOMAS MORE
UNIVERSITY

Make It **More.**

Business Essentials Series

Presented by

Accelerated, Graduate & Professional Programs at Thomas More University
NKY Chamber of Commerce
Thomas More University College of Business

Google Your Business

Thursday, November 12, 2020

9:00 am – 10:00 am

When is the last time you Googled **Your** Business? Customers are ready to connect and to leave their review.... whether you want them to or not. Knowing how Google Analytics works is just as important as your website and how you showcase your products and services.

At this session you will learn the answers to four key questions:

- What is Google Analytics?
- Who is visiting your website?
- Why are people visiting your website?
- How can you get more people to visit your website?

Who should attend?

Anyone who has a website

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Phil Wiseman is a certified Google expert and is the founder of Analytics That Profit. He works with companies that devote time, energy, and money into digital marketing but who have no idea if it is working. He helps them by conducting a deep analysis of their website analytics to see what is really going on - are they getting clicks or customers? As a result, they can measure the results of their marketing and make more intelligent business decisions that will result in higher revenues.

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