

RAGAN VIRTUAL WORKSHOP:

Google & SEO for Communicators Bootcamp



WELCOME

Presented by:  **PR Daily**

RAGAN VIRTUAL WORKSHOP:

Google & SEO for Communicators Bootcamp



Ragan's Workplace Wellness Insider Subscribe Now Access a FREE One-Day Trial

Visit <https://raganwellness.com/> for more information.

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An indispensable membership exclusive to senior-level communicators.
Best-practices sharing, networking, team training.

Learn more at commscouncil.ragan.com or contact
Shallonb@ragan.com.

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1:05-1:25 p.m. ET

Connecting SEO to Communications—and Your Bottom Line



Paul Shapiro

Global Director of Technical SEO

Condé Nast

@fighto

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Upcoming Awards!

Top Women in Communications Awards
Late Deadline Friday, Nov. 20, 2020

Ragan's Workplace Wellness Awards
Deadline Friday, Dec. 4, 2020

Visit Ragan.com/awards for more information.

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1:30-2 p.m. ET

Writing for Google and Beyond: How to Power Your Content for SEO Success



Nicole Grodesky

Director of SEO

LEWIS Global Communications

@ngrodesky

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Ragan's new Crisis Leadership Network is the resource you need before, during and post-crisis.

Become a member today at <https://www.ragan.com/crisis-leadership-network> or contact Shallonb@ragan.com.

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2:15-2:40 p.m. ET

An Analytical Journey: Using Google to Improve Your Content Performance



Juliana Yamana

Head of Insights & Analytics

Google Brazil

@GoogleAnalytics



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2:45-3:20 p.m. ET

From Your Website to Content and Ads: Mastering the Art of SEO



Jason White
Director of SEO
PMG
@sonray

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Upcoming Events!

Health Care Communications Virtual Conference

December 2, 2020

Crisis Communications Virtual Conference

December 8, 2020

Visit Ragan.com/events for more information.

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3:25-3:55 p.m. ET

Powering Your Social Media Content, Campaigns and Engagement with Analytics



Devon Maloney

Social Media Editor

MIT's Sloan School of Management

@MITsloan

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3:55-4:10 p.m. ET

Paid Social Media Trends to Watch in 2021



Jon Chang

Head of Growth, US

Klarna

@Changahroo

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THANK YOU

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