



## Speaker For Your Events

If you are looking for an expert speaker who can present and explain the complexities of online marketing, websites, social media, search engine optimization (SEO), pay-per-click (PPC), and other related topics, then please contact us regarding your upcoming event.

Ian McNickle (a Partner at WEO Media) has spoken at numerous events all across the country. Ian has a BS in Mechanical Engineering, an MBA, and years of experience as a professional marketer and entrepreneur. This broad background gives him a unique ability to explain these topics in an easy to understand manner that audiences can grasp, and really enjoy. We frequently hear from event attendees that they were surprised how much they enjoyed the presentation, understood the material, and could immediately apply lessons learned to help their practice.

Websites | SEO & PPC | Social Media | Online Reputation Management



### Typical seminar topics include:

- How to get the most from your website = more new patients
- How to avoid common website mistakes that hinder search engine results
- Search Engine Optimization (SEO) explained: What is it? How does it work?
- SEO tips to improve your website
- Social Media: Facebook, Google+, Linked In, You Tube, Pinterest, Twitter, and other Social Media platforms
- Video Marketing: How to leverage videos to improve your website, SEO, and new patient generation
- What are Google+ Local Pages? (and why they are critical for every business)
- Online Reputation Management: How to combat negative online reviews, and build dozens of positive reviews
- How does Yelp work, and what impacts good and bad reviews?
- Other marketing best practices

If your study club, society, or association would like to learn more, please contact Ian directly.

Call Toll-Free

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