

Internet marketing classes

The North Lake Tahoe Chamber of Commerce and the Sierra Economic Development Corporation have partnered to offer Internet marketing classes for beginners and intermediate users Nov. 2, 9 and 16, 6-8:30pm at the North Tahoe Event Center in Kings Beach, 8318 North Lake Blvd.

The Nov. 2 class is for beginners and will teach participants how to get top rankings on Google, how to access free tools and pick the right keywords for their business and market locally. The cost is \$45/person.

The Nov. 9 class is for Intermediates I and will focus on how to set up a Google Ad-words account to bid on keywords. The class will also cover strategies to building inbound links to businesses' websites. The cost is \$45/person.

The Nov. 16 class is for Intermediates II and attendees will learn how to create buzz and compelling content through social marketing, such as Facebook, Twitter and blogs. The second half of the class introduces participants to one of the most powerful tools to measure their websites. They'll be able to learn where their visitors are coming from and how to improve their websites.

Coryon Redd, an entrepreneur who has grown an e-commerce business of cell phone batteries and accessories to more than \$3 million in annual sales, will teach the classes that include search engine marketing, link building, comparison shopping and website development – a proven blueprint that will translate to more traffic and converting more shoppers into buyers at participants' websites.

To register, click to the Sierra Economic Development Corporation website at www.sedccorp.biz or call (530) 823.4703. Deadline to register is Oct. 29.