

**SAVE THE DATE!**

**MID-AMERICA CLUB IT CONNECT  
MARCH 23, 2016**

# **SEARCH ENGINE OPTIMIZATION**

**40,000 queries every second, 3.5 billion searches per day, 1.2 trillion searches per year worldwide!**

Those are Google's stats; the search engine that has become synonymous with the act of searching for information on the World Wide Web. The impact of ranking high on this popular search engine has been apparent for quite a while now; for publishers and sellers on the web a high ranking on the search result pages means more viewers and buyers, period.

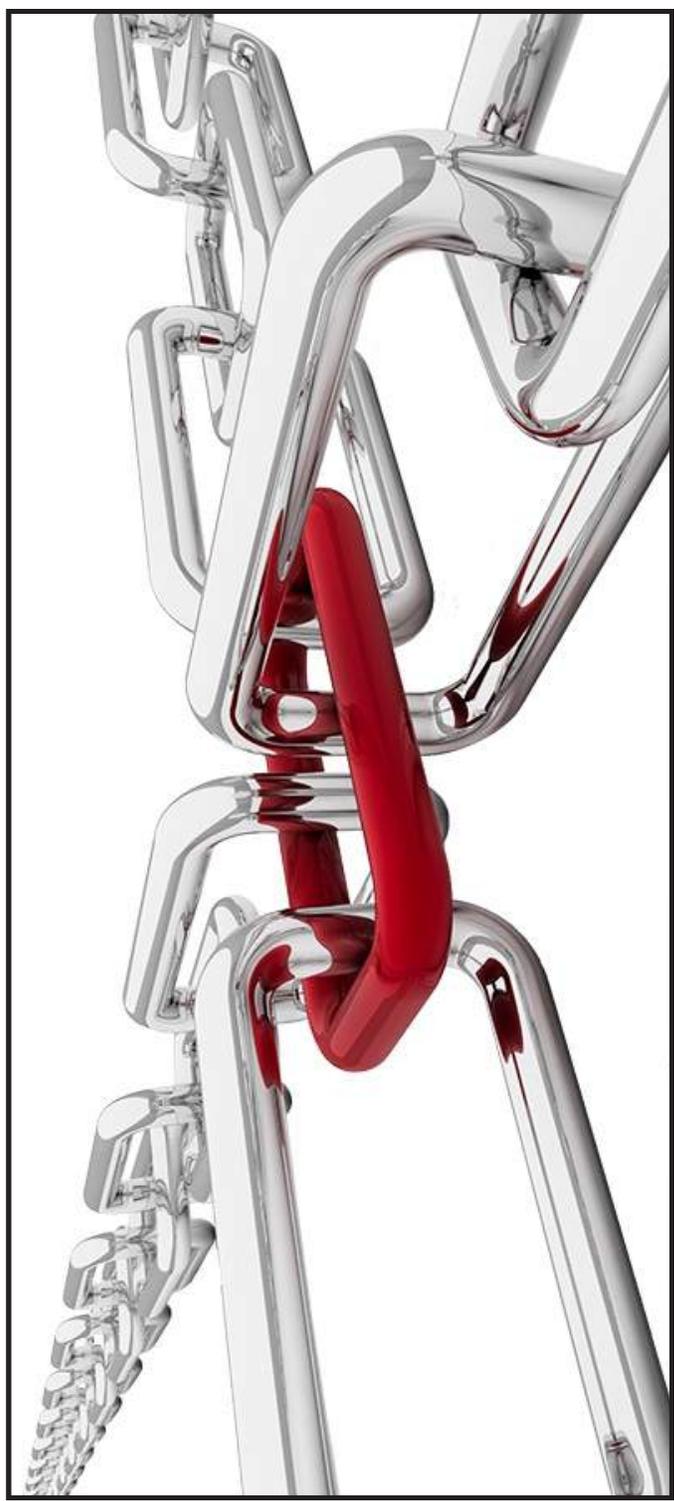
But how do you stand out among 60 trillion+ web pages?

Website owners continually strive to uncover and understand how Google assigns value to pages. Search Engine Optimization as a science and art has evolved over the years keeping pace with all the technology advancements on the web. In recent years, Google and other search engines have begun to share the ingredients (not every one of them obviously!), realizing that, it is ultimately in their best interest to have uniform standards.

Search Engine Optimization utilizes both marketing and technology to ensure visibility and success on the web.

This session will give you a holistic view of optimization including recommended strategies, tactics and real world experiences. We will also explore the most recent changes in the optimization world; the evolving semantic web, impact of social chatter, mobile optimization and finally a quick look at where the search engines are headed next.

**Get Optimized.** Join us at Mid-America IT Connect for our latest presentation. Enjoy not only a presentation from a thought-leader, but spirited Q&A afterwards!



**MARCH 23, 2016 5:30 P.M.**

THE MID-AMERICA CLUB ON THE 80TH FLOOR OF THE AON BUILDING IN DOWNTOWN CHICAGO  
PRESENTED BY POLYMORPHIC SYSTEMS

*RSVP with the Club at **312-861-1100** or online at [www.midamclub.com](http://www.midamclub.com)  
Limit 3 guests per membership. Members must register their guests with the Membership Department.*