



Independent Writers of Chicago

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FOR IMMEDIATE RELEASE

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**DUDE, WHERE'S MY WEBSITE?
INDEPENDENT WRITERS OF CHICAGO (IWOC) HEARS
HOW SEARCH ENGINE OPTIMIZATION (SEO)
CAN TURN YOUR SITE INTO A HUGE HIT!**

Assume lotus position. Now ask yourself: If you have a website, but no one can find you...do you exist? The answer: For that, you'll have to come to the next IWOC meeting on Tuesday, November 10th, where online search consultant, marketing executive and entrepreneur Jim Grosspietsch will be unlocking the mysteries of that Internet Age-old question, "How on earth did *that* company/person come up on Google's first page, and *I'm* nowhere to be seen???"

It's called Search Engine Optimization (SEO), and knowing how to get your name to pop up first, second – or at the very least, on the first page of an online search can make all the difference between a boom or bust business. According to Jim, it just takes some fine tuning in your web content. The right key terms can boost your site's ranking not only through direct links from search engines, but also by getting other pages such as directories and blogs to link to your site – especially important since more than ever, people are relying on referrals from social media (Facebook, LinkedIn, etc.). Jim will address it all, and even touch on how SEO writing is becoming an in-demand skill in itself – one that can be a surefire revenue avenue. So get up from that lotus position and get to the meeting. It's gonna be a hit!

The IWOC meeting will take place on Tuesday, November 10th at National-Louis University, Room 5008, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is at 6 p.m. Admission is free to IWOC members, \$15 to nonmembers. Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 847-855-6670 or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. IWOC members serve large corporations, small businesses, and not-for-profit organizations; together they represent a broad range of writing talents and specialties – as well as on news, ideas and trends currently affecting print media.

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