

Growing Your DIGITAL Business



and Competing in the Changing Tech World

October 4, 2017

9:00-10:00am

Websites – the Basics

Lauren Klopfenstein, Lauren Graphics, Inc.
laurengraphicsinc.com
John Brooks Showroom

- Domains
- Hosting
- Format – WordPress, etc.
- Mobile-Friendly
- Cost
- Optimization

10:30-11:30am

Websites – Beyond the Basics

Lauren Klopfenstein, Lauren Graphics, Inc.
laurengraphicsinc.com
John Brooks Showroom

- Branding
- Content -
Common missteps
Brilliant ideas to make your website pop
- Security settings and protection from
being hacked
- Managing, Maintenance, Costs of Updating
- Critical Back-Up systems
- Mobile-Friendly

11:30am-12:30pm

Social Media A-Z

Holly Scott, Publisher Colorado Homes &
Lifestyles and Mountain Living magazines
Floor Coverings by CPA Showroom

- Social Media for business on Facebook,
Instagram, Pinterest and Twitter
- How Social Media can impact one's design
business
- Content -
What to post/What to never post
Capturing and publishing content
Photos that work and those that don't
- Targeting a wealthy demographic

1:00-3:00pm

Complementary Website Review How Can I Improve My Website?

David Freund, Junto
www.junto.digital
Promenade Lobby, West Building

- Complimentary fifteen-minute review of
your website with an on-line marketing
expert
- By appointment only. To schedule a time
slot, please rsvp to jo@denverdesign.com or
ashlyn@denverdesign.com. Very limited
capacity. First come first served.
- Suggestions to improve your website from
a checklist of essentials and the overall
graphic impact.

Please RSVP for each seminar 303-282-3226 or ashlyn@denverdesign.com