

# MONTEREY COUNTY BAR ASSOCIATION

Presents

## “GETTING GOOGLED”

Learn about website and Google SEO fundamentals, as well as the benefits of Google marketing and the elements of a successful law office website: what you need to do to be favorably included in Google’s index, how to set up a Google Advertising Campaign.



**SPEAKER: Ken Matejka**

Ken Matejka worked at the Lawyer Referral and Information Service of the Bar Association of San Francisco for 17 years and, in 2007, co-founded LegalPPC, a search engine advertising company dedicated to helping lawyers get more clients through Google advertising. If you are ready to GET GOOGLED this is the class for you!

**Thursday, April 8, 2010**

**BROWN BAG**

**12:00 – 1:00**

**Monterey Courthouse**

**ONE UNIT CLE – GENERAL**

*The Monterey County Bar Association certifies that this program conforms to the standards for approved education activities prescribed by the Rules and Regulations of the State Bar of California governing minimum legal education. MCLE Credit: One (1) Hour – General.*

NAME: \_\_\_\_\_ SBN: \_\_\_\_\_

Members: \$25.00 \_\_\_\_\_ Non-Members: \$35.00 \_\_\_\_\_ Students: Free