



The Offices of Kansas Small Business Development Center and Wichita Independent Business Association, Wichita, KS

Kansas Small Business Development Center and Wichita Independent Business Association to host *Get Your Business Online with Google* workshops to help small businesses succeed on the web

August 1, Wichita, KS - Kansas Small Business Development Center and Wichita Independent Business Association are helping small businesses grow their presence online with *Get Your Business Online* workshops, which will feature lessons about video, online safety and more with a Google expert trainer. These free workshops will be hosted on Tuesday, September 18 at WSU Metropolitan Complex from 1 to 4 p.m.

Get Your Business Online with Google brings community members, business owners, and civic leaders together to help small businesses succeed on the web.

“We are happy that Google will offer topics with such broad appeal. Business owners need help promoting with video, being safer online, and connecting with customers at critical moments. Everyone should walk away with something of value,” says Marcia Stevens, Regional Director of Kansas Small Business Development Center.

“WIBA believes every business should have opportunities to succeed. We are proud to partner with KSBDC to bring these valuable Google workshops to the Wichita business community. Having access to information and resources to help expand the reach and presence of local companies benefits all of us,” says Alicia Holloway, President of Wichita Independent Business Association.

“4 out of 5 consumers use search engines to find local information nearby, yet only 37% of businesses have claimed their listing on a search engine,” says Emily Harris, Manager of Google’s Get Your Business Online program. “Small businesses are the engine of local economies and when they flourish, their communities do as well.”

Get Your Business Online is a program that empowers communities to support their local businesses and encourage them to get on the map. Local businesses keep our communities strong; when we help them succeed on the web, they make our communities even stronger. These three workshops are Google presentations hosted by Kansas Small Business Development Center and Wichita Independent Business Association. Visit www.gybo.com to learn more about the program and get involved.

Registration for this event is available here: <http://bit.ly/GYBOSept18>

Google Instructor: Matt Weber

Matt is a Certified Google AdWords individual and a sought-after international trainer in Google AdWords and Google Analytics. In the past two years, Matt has taught thousands of individuals, agencies and business owners in more than two dozen cities across North America. People also benefit from Matt’s expertise by listening to the popular podcast, “Search Talk Live” which Matt co-hosts. Matt is also the inventor of Smylelytics (www.Smylelytics.com), a new platform that translates website performance data into enjoyable and easy-to-read photographs.

About Kansas Small Business Development Center

Small business owners and aspiring entrepreneurs can go to their local SBDCs for free face-to-face business consulting and at-cost training, on topics including business planning, accessing capital, marketing, regulatory compliance, technology development, international trade and much more. SBDCs are hosted by leading universities, colleges, state economic development agencies and private sector partners, and funded in part by the United States Congress through a partnership with the U.S. Small Business Administration.

About Wichita Independent Business Association

WIBA connects people, provides expertise, opportunities and an influential voice to help businesses thrive. Wichita Independent Business Association, founded in 1931, has a long tradition of civic participation in the growth of not only businesses in the Wichita area, but the community as a whole.



with Google

About Get Your Business Online

Get Your Business Online is a program designed to empower communities to support their local businesses by helping them get on Google Search and Maps for free. Businesses that are online grow 40% faster than those that aren't. Let's help every local business get their information online. Explore our site to learn how you can join in, support businesses in your community, and put your city on the map: gybo.com