

Hitch Hikers Guide to Web & Social Media for Photographers

with Ray Peeples, CPP

Monday,
September 18th
&
Monday,
October 2nd
6-9:30 p.m.

Peeples Photography
205 Charles Bancroft Hwy.
Litchfield, N.H.

Register online:

NHPPA.com/event-2651607 (Part I)
NHPPA.com/event-2651745 (Part II)
(cost is \$10 per session)

Join Certified Professional Photographer Ray Peeples for this two-part event in which he will drill down and explain the basics of what it takes to get noticed on the internet today. Even if you pay someone for these services, this class will help give you the vocabulary to carry on an educated conversation with your inter web professionals.

In this class you will understand:

- What makes a good web platform
- How search engines work and why that is important
- Google Analytics
- Search Engine Marketing [SEM]
- Search Engine Optimization [SEO]
- The importance of being social
- The importance of being mobile
- Why "domains" are valuable

Presented as part of the NHPPA
Mini Monday Seminar Series



FOR MORE INFORMATION: www.NHPPA.com

CONTACT:

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