



ATLANTA BUSINESS LEAGUE

PRESS RELEASE

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The Atlanta Business League Together with Network Solutions and Atlanta Technical College Announce a Joint Seminar for Building a Better Web Presence

A marketing plan that doesn't include advanced marketing online is simply out-of-touch in today's world. There was a time when advertising in the yellow pages was the entire marketing plan for small, locally focused businesses. But with more people turning today to Google and online searches, today's highly advanced search engine algorithms make it a necessity for small businesses to learn the basics of how to get their businesses found online.

To help educate small business owners on how to drive more traffic to their Websites, the Atlanta Business League (ABL) has partnered with Network Solutions and Atlanta Technical College to provide a four-hour seminar (free to ABL members). The seminar will take place on Tuesday, March 31, 2009, at the Atlanta Technical College, from 8:00 a.m. to noon. Network Solutions, a leader in Search Engine Optimization (SEO) and online marketing services, has also agreed to offer website evaluations to the first 16 companies to register.

"Small businesses have a great opportunity to build lasting customer relationships, once qualified visitors are attracted to their websites," said Leona Barr-Davenport, President and CEO of the Atlanta Business League. "So we at the Atlanta Business League believe that providing speakers who can help facilitate members in learning and honing this skill is especially important in times of economic uncertainty."

"We're really excited to partner with the Atlanta Business League, who has been a force for positive growth of Small Businesses in Atlanta since 1933," said Scott Lawrence, Marketing Director with Network Solutions. "Randy Windsor, who we're flying in from St. Louis to speak on Tuesday, is a top Search Engine Optimization expert at Network Solutions. He has a gift for explaining complex concepts using very simple terms."

About the Atlanta Business League:

The Atlanta Business League was established in 1933 as an affiliate of the National Business League, which was founded by Dr. Booker T. Washington. The Atlanta Business League fosters the growth, creation and development of successful business enterprises owned, operated and managed by African-Americans and other ethnic minorities in metropolitan Atlanta. For more information, call 404.584.8126

About Network Solutions:

A leading provider of web solutions, Network Solutions, offers a comprehensive line of products for businesses, including affordable website design services, web marketing, search engine optimization, hosting, domain registration, and other Internet solutions. As an industry pioneer and over 28 years in the web services industry, Network Solutions is committed to helping businesses succeed with affordable and simple one-stop shopping solutions. For more information, call 404.225.5109

About Atlanta Technical College:

Atlanta Technical College, a unit of the Technical College System of Georgia, located in the city of Atlanta, is an accredited institution of higher education that provides affordable lifelong learning opportunities, associate degrees, diplomas, technical certificates of credit, customized business and industry training, continuing education and other learning services using state-of-the-art technology. For more information, call 404.225.4400