



Lunch & Learn Monthly Workshops for Entrepreneurs

Date: Thursday, March 11, 2010

Time: 12:00 – 12:20 registration
12:30 to 2:30 PM workshop

(Informal tours of MCED technology incubator following each workshop)

Location: Room 213 Abromson Center - University of Southern Maine, Portland

Cost:

- \$10.00 (payable the day of the seminar)
- FREE for students with an ID card
- No charge for current MCED Onsite or Affiliate Client Companies
- Feel free to bring a lunch; coffee & water will be provided

RSVP to workshops@mced.biz or to prepay <[link to website](#)>

More Info: <http://www.mced.biz/news.html#events> or call MCED at 228-8524

Pre-register: Reservations are strongly encouraged to assure adequate space and seating.
Walk-ins are welcome, space permitting.

“How to Use Google Analytics to Improve Your Website”

This workshop is a step by step introduction to understanding and interpreting your Google Analytics data so that you can take actionable steps to improving your website and internet marketing efforts. Attendees will learn how to use the Google Analytics interface, establish and measure their marketing goals and interpret reports to gain additional insight into their web traffic.

Presenter Carole Mahoney: Carole Mahoney founded [Mahoney Internet Marketing](#) in 2008. MIM helps clients increase their leads and conversions through internet marketing strategies and tools. Using a five-step process and strategic partnerships, the company focuses on tested internet marketing strategies that are customized by industry, designed to meet specific business goals, and focused on customer behavior. MIMs areas of expertise are e-commerce technologies, CPC web site and Search Engine Optimization, email marketing and CRM practices, ASP systems integration, and negotiating contracts with vendors to implement technology that will directly affect the bottom line. Mahoney has largely worked with B2B companies but is looking to expand into more B2C as well. Previously, Mahoney has worked as a Direct Marketing Associate at Direct Capital Corporation and as a Marketing and Sales Administrator at IVS 3D, Inc. Currently, she is also the President of the BNI Saco Success Partners and holds a degree from Franklin Pierce College.

The Maine Center for Enterprise Development provides an experiential learning environment to start-ups and early-stage entrepreneurs for the creation and growth of innovative companies.

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