

## Accelerating Growth Through Web -

Optimize your web presence and increase lead generation

### Summary

Web is one of the main drivers in generating leads for B2B businesses. Optimizing your web performance by as little as 10% could have a major impact on your business. There are many different strategies and techniques for optimizing web performance. But to be effective, these strategies must be tailored to each unique business need. In this class, learn the fundamentals of web strategies and how you can leverage these to accelerate growth through the web.

### Outline

- Introduction
- The web marketing mix
- SEO (Search engine optimization)
- CRO (Conversion rate optimization)
- Optimizing the customer journey
- Questions

### About your presenter

Lane Cauley has over 10+ years in the tech industry, with 8 years in managing web for high-growth SaaS companies. As a seasoned web manager, Lane is helping tech and software companies improve their web performance through strategies tailored to the needs of each company. Lane drove growth for companies such as Qlik (data analytics software), where she optimized performance YoY, as well as managed rebrands, acquisitions, and large product launches. Connect with Lane Cauley on [LinkedIn](#).

### Vitals

Cost:	\$30 (CDC members - free)	Location:	Flagship @ Charleston Tech Center 997 Morrison Dr, 2 <sup>nd</sup> Floor Downtown Charleston
Class length:	1.5 hours		
Class size:	20 persons	Parking:	CTC Garage ( <i>immediately adjacent</i> ) 4 Conroy Street
Difficulty:	Beginner		
Laptop:	Not required		

Questions? 843.607.1264 or [info@charlestdigital.com](mailto:info@charlestdigital.com)