How to Create Content and Relationships to Improve Your Google Presence

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Sigalle Barness, Esq. is the Director of CLE Production at Lawline.com and oversees all operations in the Continuing Legal Education (CLE) department. Sigalle is responsible for developing program concepts, content and events by researching current legal issues, recruiting attorney and expert faculty members, and assessing customer demand and accreditation needs. She also teaches Lawline.com CLE programs and is a guest speaker in Lawline.com's podcasts. Additionally, she coordinates live CLE events and ensures quality content.

Sigalle graduated summa cum laude from Rutgers University and holds a B.A. in English. She received her J.D. in 2010 from Benjamin N. Cardozo School of Law in New York, NY. Sigalle is admitted to practice in both New York and New Jersey. Before joining Lawline in March 2012, Sigalle litigated civil claims in areas such as landlord tenant, breach of contract and tax lien and mortgage foreclosures actions. She also handled transactional matters such as drafting residential and commercial leases, demand letters, client conflict waivers and various other agreements. Sigalle is an avid lover of music, video games and cooking. She is also fluent in Hebrew and enjoys writing fiction, traveling and scuba diving.

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David Schnurman is a passionate entrepreneur whose primary focus is creating a collaborative environment where individuals can actively learn and share their knowledge. He is the founder of two e-learning companies, Lawline.com, the leading provider of online Continuing Legal Education in the country and TrueNYC.com, an online website that features video interviews and advice from entrepreneurs. His number one priority has always been to create a company culture that encourages learning, collaboration and innovation. Over the past few years Lawline.com's unique company culture has been recognized by many organizations, including: Crain's #21 Best Company to Work for in NYC; named #11 Best Small Business by New York State Society of Human Resources; and most recently won the Human Resources and Leadership Award by the New York Enterprise Report. In addition, David's success has been recognized by The Wall Street Journal, Inc. Magazine, Entrepreneur.com, Crain's NY, New York Post, and Law.com.

David actively speaks at high schools, colleges, associations, and businesses about topics ranging from marketing, leadership, e-learning, hiring, culture, networking and entrepreneurship. He is a regular guest speaker at SUNY LEVIN Institute FastTrac program which the City of New York partnered with the Kaufman Foundation to help business owners grow their companies. He also taught as an adjunct faculty member at Pace University's continuing adult education program. David is very active in the entrepreneur community including being a member of Entrepreneur Organization and on the Young Entrepreneur Council. He is also a licensed attorney in New York State. Lastly, David has a love for adventure and discovery. He has paraglided in the Colorado Mountains, gone skydiving, and taken flying lessons. David currently lives in Park Slope, Brooklyn with his wife Kelli and twins Joshua & Leila.
How to Create Content & Relationships to Improve Your Google Presence

Join Lawline.com's (a Division of FurtherEd, Inc.) CEO, David Schnurman and Director of CLE Production, Sigalle Barness, as they take you through the two main keys to increasing your Google Presence on the Web. David and Sigalle will first begin by defining SEO and Adwords and give a primer on what the general uses are to the world of Continuing Education.

They will then reveal the two main keys to success: Content and Relationships in utilizing SEO and Adwords to your organization's benefit.

**Agenda:**

1. SEO & Adwords Overview

2. Good Content = Adwords & SEO
   - Relevant Content is Key
     - Programs
     - Blogs

3. Good Relationships = SEO
   - Collaboration is Key