



BATTLE CREEK AREA
CHAMBER OF COMMERCE

NEWS RELEASE

Battle Creek Area Chamber of Commerce

Grow
with
Google



To: All Media
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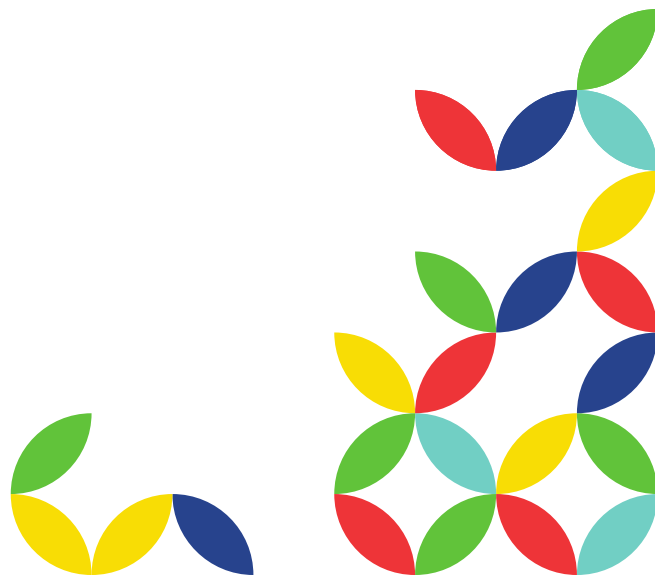
RE: **Takeaway Thursday Series featuring Grow with Google**

Battle Creek, MI – The Battle Creek Area Chamber of Commerce has partnered with Google on two upcoming professional development opportunities through its Takeaway Thursdays Series. Both Grow with Google webinars are free to participate and open to all.

- Thursday, November 5, 2020, 2 – 3:30 p.m.
Reach Customers Online with Google
Learn how your business can be found online with Google. This workshop explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more. In this workshop we'll discuss best practices for:
 - Improving your website's visibility in Google's organic search results, on all devices
 - Creating a free Google My Business listing
 - Advertising your business on Google

[Registration Link](#)

- Thursday, December 10, 2020, 2 – 3:30 p.m.
Using Data to Drive Business Growth





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Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. In this session we'll talk about:

- Identifying business goals and how you plan to use your online presence to achieve them
- Incorporating data into your marketing plan
- Selecting tools to help you find the answers you need

[Registration Link](#)

The Battle Creek Area Chamber of Commerce is excited to connect its members and the community to Google-Supported Trainer Erin Bemis, IOM while participating in both professional development opportunities. Learn more about Google-Supported Trainer [Erin Bemis](#), IOM.

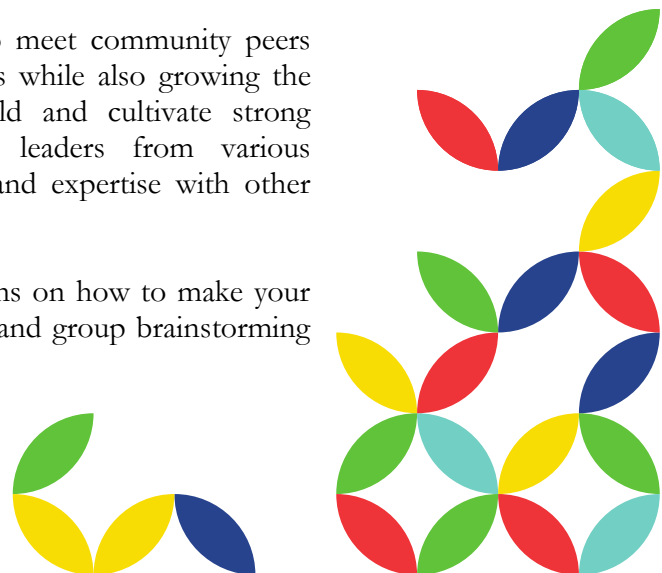
Registration is open to all and FREE to participate. Visit the Chamber on [Facebook](#) and it's [website](#) for more information.

About the Chamber

The Battle Creek Area Chamber of Commerce connects and empowers Chamber members to have the courage and confidence to be catalytic leaders addressing the communities' greatest issues. We provide catalytic leadership and uniquely engage community stakeholders to advance impactful public policy, build cross-sector partnerships, and create broad-based economic prosperity.

The Chamber has always provided great opportunities to meet community peers establishing a strong network of like-minded professionals while also growing the number of engagement opportunities to help you build and cultivate strong relationships. We're consistently providing passionate leaders from various backgrounds opportunities to share industry knowledge and expertise with other community and Chamber members.

Also, the Chamber creates opportunities to have discussions on how to make your business and organization thrive. We're stronger together, and group brainstorming





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along with establishing a reliable professional network are keys to improving your organization in an ever-changing global economy.

Please feel free to contact a member of our team any time with questions or membership benefits. For general inquiries, call 269.962.4076.

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