

La Cima Leader Network



**August
28th**

7:30am-9:00am

\$10 per person
(gourmet breakfast
included)

**For reservations
Call Lauren at
972-869-2266**

\$5 Valet

Open to Public

Complimentary
2-hour parking in
East & West
Garages with
validated ticket

“Understanding Google:
The Good, the Bad, and
the Goldmine”



Alex Fender,
President
Funnel Science

In “Understanding Google: The Good, the Bad and the Goldmine,” Alex Fender will teach you how to generate more internet leads, reduce online waste and how to improve online sales. He will cover the importance of using keywords to help search engines like Google find you online. Alex will also discuss using customer profiling to turn visitors into buyers and why the emphasis on social media is mostly hype.

Alex received the distinction of being dual certified in Google Adwords and Google Analytics in 2011. Fewer than 500 people in the United States have accomplished this feat. In addition, his cutting edge techniques have made Alex an industry leader in the burgeoning field of internet marketing.



Can Google Find You?

From Visitor to Buyer

