

# DIGITAL MARKETING BOOT CAMP

This series of courses highlights the tools and techniques required for a small business to succeed online. As a series, each course builds upon each other creating an overarching marketing strategy. However, each class is designed to stand-alone and can be taken separately. Students who attend all six classes in the series will receive a Digital Marketing Boot Camp certificate of completion.

For over 20 years, **Chris Short** has worked with small business owners to large-scale industrial manufacturing teams educating others in the aspects of complex marketing and communications. As Executive Director of the New Paltz Regional Chamber of Commerce, he advises and guides companies by using cutting edge marketing tactics focused around Content Creation, Search Engine Optimization and Social Media Marketing.

## ALL EYES & EARS - VIDEO & PODCAST PRODUCTION TIPS

This class will provide insights into the tools and techniques you need to make video and podcasting work for your business. Understand best practices for creating and optimizing videos online and learn simple production tips to make your videos look professional.

DCB 2235 W 2/26 9am-noon KSU \$49

## SEARCH ENGINE OPTIMIZATION (SEO) 101 - WHAT YOU NEED TO GET STARTED

This class is designed to remove the guesswork surrounding how your web page is found and evaluated by search engines. Learn back end techniques to provide search engines with a clear understanding of your site's content and tools for optimizing your page titles and descriptions.

DCB 2236 W 3/4 9am-noon KSU \$49

## HOW TO BUILD YOUR FIRST EMAIL MARKETING CAMPAIGN

This course will review the critical components required for developing a comprehensive email marketing campaign. We will also review current software options for managing your email campaigns and establishing baselines for testing and measuring your digital outreach efforts.

DCB 2238 W 3/18 9am-noon KSU \$49

## OPTIMIZING YOUR INSTAGRAM FOR BUSINESS

Learn how to properly position your brand and introduce your business to new audiences. The course will cover items such as brand voice, developing digital content that supports your business goals and tips on how to create a content calendar that simplifies the process of social posting.

DCB 2239 W 3/25 9am-noon KSU \$49

## A BEGINNERS GUIDE TO NAVIGATING GOOGLE ANALYTICS

Learn the basics of navigating the Google Analytics dashboard, interpret website traffic data and understand the general reporting structure. This course will also cover a basic understanding of traffic acquisition metrics, on site behavior data and conversion goals. It will also include a brief overview on Google Search Console and Google Tag Manager.

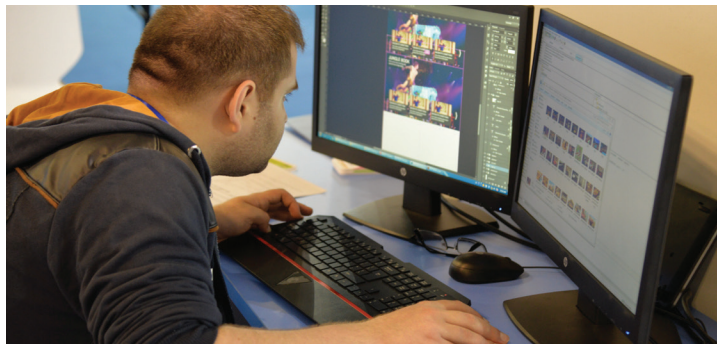
DCB 2324 W 4/1 9am-noon KSU \$49

## MOBILE OPTIMIZATION - HOW LOCAL SEARCH DRIVES BUSINESS

The class will break down how to prepare your website for the mobile world by understanding the role of Google's move toward mobile-first indexing, mobile SEO, as well techniques to improve page speed and user experience on mobile devices.

NCC 2237 W 4/15 9am-noon KSU \$49

# COMPUTER APPLICATIONS



## WORDPRESS WEEKEND WORKSHOP FOR INTERMEDIATE USERS

WordPress is open source software you can use to create a beautiful website, blog, or app. Take your business or project website to the next level. Do you have a WordPress blog or website, or maintain and update one for your job? Have you started a project and do not know where to go next? Blow off the dust from that old site and get a refresher course in WordPress best practices.

Some topics that will be covered are:

- create and format page posts with Classic and Block Editors
- add Plugins to add functionality
- modify images and media with WordPress Media Library tools
- customize themes using CSS
- add HTML to your pages and WIDGETS
- use APIs like Google Maps and Mailchimp forms
- pick a theme that is reliable and works for you
- optimize your website or blog for SEO (search engine optimization),

and integrate media and social media to your website or blog.

Prerequisite: Attendees MUST have a WordPress site that is up and running and have some experience with WordPress sites as well as proficiency in basic computer skills, such as using email, the internet, Google and light word processing. **Instructor: D. Pearlman**

DCM 1029 S 5/2 & 9 noon-4pm KSU \$99

## INTRODUCTION TO EXCEL

This Excel class will include entering data into a worksheet; navigating a worksheet; creating workbooks; inserting columns, rows, and worksheets; creating formulas and functions and basic formatting techniques.

**Instructor: D. Boice**

DCM 1601 T 4/14 & 21 6-9pm KSU \$59

## INSTRUCTOR-LED ONLINE SHORT COURSES

These courses are quick, affordable and effective 6-week format courses. New course sessions begin monthly, are project-oriented and include lessons, quizzes, hands-on assignments, discussions areas, supplementary links and more. Career or Personal Development **Courses include the following and many more.**

- Keyboarding
- Intermediate Photoshop CS6
- Achieving Top Search Engine Positions
- Intro to PC Security

Courses begin monthly: 2/12, 3/18, 4/15 & 5/13.

Visit [www.ed2go.com/sunylster](http://www.ed2go.com/sunylster) for course details and to register.