



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

How to..... Improve Your Website

Wednesday 1 May 2019, 9.30am-12.30pm

This workshop will address the key components of good website governance for either a new business website or to improve an old/existing website.

It will be highly interactive and attendees should bring laptops/tablets to undertake actions there and then. The workshop will offer a practical step-by-step guide to:

- Adding Google Analytics to a website
- Linking to Google Search Console
- Implementing basic key SEO (search engine optimisation) elements on a website (e.g. title, tags, meta descriptions, image tags etc.)
- Listing the website/business on Google My Business
- Optimising website links on social media channels

Attendees will leave with all the key elements of good website governance implemented into their website, as well as an improved understanding of why each element is required.



Speaker Daniel McCarry launched Counter Digital in 2015 working with everyone from start-ups to councils in Northern Ireland and the Republic of Ireland, and from tiny businesses to huge national brands in a variety of sectors. Daniel specialises in generating sales, leads, website traffic and consumer engagement through a variety of digital marketing tools including social media, SEO and email marketing.

Venue: Yarn Suite, Mossley Mill, Newtownabbey, BT36 5QA

Cost: Free Event (breakfast baps included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

The LEAN How To Workshop Series Continues....

Boost Sales Through Pinterest

Michelle Connolly, Profile Tree, 22 May 19, 6-9pm, Mossley Mill

Avoid Data Breaches

Jalaro, 4 Jun 2019, 6-9pm, Antrim Civic Centre

Utilise LinkedIn - The Number 1 Social Media Channel For B2B

Daniel McCarry, Counter Digital, 27 Jun 19, 9.30am-12.30pm, Mossley Mill

Develop Videos For A YouTube Channel Or Website

Michelle Connolly, Profile Tree, 10 Sept 19, 9.30am-12.30pm, Mossley Mill

Write A Business Plan For Your Business

Sandra Young, S Young Retail, 1 Oct 19, 6-9pm, Antrim Civic Centre

Edit Videos (Beginners)

Michelle Connolly, Profile Tree, 15 Oct 19, 6-9pm, Antrim Civic Centre

Make Sales Connections – F2F, Online And B2B

Mrs Jackie D'Arcy, Daniel McCarry & Philip Bain
20 Nov 19, 5-9pm, Mossley Mill

Retain Customers - Modern Customer Care

Stephen Smyth, BWEC, 12 Dec 19, 9.30-am- 12.30pm, Antrim Civic Centre

Optimise Your You Tube Channel

Michelle Connolly, Profile Tree, 21 Jan 20, 6-9pm, Antrim Civic Centre

Recruit The First Or The Best

Labour Relations Agency, Stephen Smyth & Sandra Young
11 Feb 20, 9am-3pm, Mossley Mill

Utilise Influencer Marketing

Niamh Taylor, Digital24, 10 Mar 20, 9.30am-12.30pm, Old Courthouse

Interested in attending?

Phone Kim on 02890 340434 or email including name, business name and location events@antrimandnewtownabbey.gov.uk

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of some workshops places will be limited to Antrim and Newtownabbey businesses.