

Manufacturers
Resource Center



Manufacturing Success

MRC
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Presenters



David McDowell
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David McDowell oversees the activity of the Digital Marketing department, managing the processes and output across all service offerings including SEO, paid advertising, social media, marketing automation, and more.

Benjamin Feinberg is a SEO Strategist at Liquid. Ben develops strategies as well as monitors and analyzes all activities within search engine optimization (SEO) programs, leveraging tactics within local SEO, technical SEO, on-page SEO, and more.

About Liquid Interactive: Liquid Interactive is an innovative digital business company combining 25+ years of expertise in solution architecture and development, design, branding, data analytics, and digital marketing. They deliver transformative results that help differentiate clients in their markets, help them grow smarter, help them understand how all parts of their business work together through analytics enablement, and work with them to maintain their new identity.

Lunch & Learn

The Evolution of SEO *Then & Now*

February 19, 2020
11:30 am—1:00 pm

Location:

Manufacturers Resource Center
7200A Windsor Drive | Allentown, PA 18016

Be sure you are not using outdated tactics that could harm your company's SEO efforts. Learn how you can stay ahead of the curve in 2020.

Liquid Interactive will be presenting a 'Then vs. Now' comparison of SEO in which they will discuss previously outdated tactics along with modern SEO strategies and tactics that can help you earn more traffic and boost your business.

Target Audience

Marketing Strategists, Managers and Directors, Chief Marketing Officer (CMO), SEO Strategists, IT professionals, and Web Developers.

No Cost, but registration is required.
(includes FREE Lunch)

REGISTER at
www.mrcpa.org/events