

PRACTICAL SOLUTIONS FOR GROWING ONLINE READERSHIP

with **Scott Bateman**, VPA Online Consultant
Thursday, May 13, 2010 • 10 a.m. to 3:30 p.m. • VPA Headquarters, Glen Allen

Print editors and reporters as well as online staff will learn the key principles in developing a high-readership Web site. These principles grow strong page views by combining content and technology to deliver continuous news with limited staffs and resources, organizing and archiving content for long shelf life that generates extra audience, and maximizing results from search engines such as Google and Yahoo. Discover what kind of content draws the most eyeballs, why user-generated content can damage your site and how online video can enhance your site or eat up invaluable time and resources. Get actual statistics showing the difference between a high-performance newspaper Web site versus a poor performer.

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