



Internet Services Group of Florida, LLC

12771 World Plaza Lane, Suite 2 • Fort Myers, Florida 33907 • Toll Free: (800) 775-9280 • Fax: (800) 775-9902
info@isgfl.com • www.isgfl.com

FOR IMMEDIATE RELEASE

Web Marketing Specialist and President of ISGFL to Speak at Florida Small Business Development Center Event

CONTACT:

Charly Caldwell II
(239) 822-2314
charly {at} isgfl.com

SUMMARY:

- Charly Caldwell, Web Marketing Specialist and President of Ft. Myers Internet marketing company, Internet Services Group of Florida, LLC, to speak about social media & Google Analytics at three-day Florida Small Business Development Center conference for business analysts.

FORT MYERS, FLORIDA – June 4, 2010 - Charly Caldwell, President and Owner of Ft. Myers Internet marketing firm, Internet Services Group of Florida, LLC, will be speaking at a three-day Florida Small Business Development Center Network (FSBDCN) 2010 Professional Development Conference “Survivor: Outplan, Outperform, Outlast.” Charly will speak on the first day about social media and the other two days on Google Analytics.

The SBDC event is being held to help business analysts who are employees of Florida universities and colleges; it will help assure that they have a complete understanding of social media and how it applies to small business. It will also give them an understanding of Google Analytics and how they can use it to test and measure results of all business online initiatives.

During the social media discussion, Charly will cover topics including: an overview of social media, why business should use it, defining core goals, understanding how social media helps businesses reach their core goal, effective strategies and how they can create, deploy, test and measure those strategies. There will be a bonus discussion on how to use social media to create additional revenue streams.

During the Google Analytics discussion, topics covered will include: an overview of Google analytics, defining core goals, testing and measuring Google Analytics results, defining target markets, and monitoring Web site and blog behavior using Google Analytics. There will also be a 10-minute question and answer session and a bonus discussion about how to use Google Analytics to tell exactly how to monetize a business' online presence.

Says Charly Caldwell, Owner and Founder of Internet Services Group of Florida, "This is a huge opportunity for SBDC business analysts—the knowledge they gain during this conference will be invaluable. I'm really excited to be a part of it and to share my business experience. This conference will stress how important it is to test and measure in order to gain any meaningful results and be successful."

The Florida Small Business Development Center Network conference takes place June 15th through June 17th, 2010 at the Sanibel Harbor Resort.

About Internet Services Group of Florida:

Internet Services Group of Florida, LLC, is a national Internet marketing and Web Development Company headquartered in Fort Myers, Florida. ISG specializes in all forms of Web marketing, new media and social media strategy creation and implementation, search engine optimization, search engine marketing, Web site design and development, graphic design and video creation.

Internet Services Group of Florida, LLC can be reached toll free at (800) 775-9280, or via their Web site, www.isgfl.com. The company's Web Starter Kit service is available online at: www.webstarterkit.com.

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