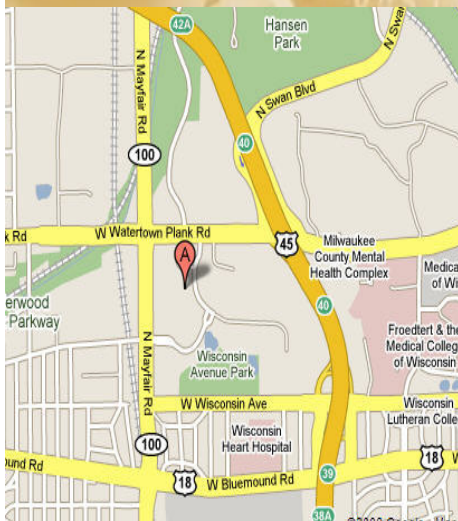


**Coming on:**  
**Saturday,**  
**March 6, 2009**  
**9:00am-Noon**  
**at the**  
**Milwaukee County**  
**Research Park**  
**Room 121**  
**10437 Innovation Dr.**  
**Wauwatosa, WI 53226**

**Fee: \$35 per person**  
**\$20 for 2nd. person**



**To Register:**

[Click here](#) or

- Call: 414-297-3942

Mail Check To:  
SCORE  
310 W. Wisconsin Ave  
Suite 425  
Milwaukee, WI 53203

**Fee: \$35 per person**  
**\$20 for 2nd. Person**

**SCORE SE Wisconsin**  
**Presents a Business Workshop**

**Building a Web-Site on a**  
**Budget-Basic Internet**  
**Marketing**

**In this Workshop we will review all the steps in creating a website including pre-website planning, picking a name, hosting your site, accepting money on your site, designing your site, developing and uploading your site and finally, marketing your site.**

**Presenter**

**Brady Pierzchalski** is the Manager of Usability and Analytics for kohls.com. He has over 16 years of design experience 10 of which have been concentrated in web and multimedia design. He is a Certified Usability Analyst and who has extensive freelance and consulting experience. He has held design and web design positions in Higher Learner (UCLA) and the advertising marketing world.

Contact **SCORE** to find out about free and confidential counseling and about business workshops and seminars.

Review all of our workshops on our web site:

[www.scoresewisconsin.org](http://www.scoresewisconsin.org)

***HIGHLIGHTS***  
***You'll Learn to:***

- **Create** a website on a budget
- **Take** advantage of the wide range of free tools and resources available to help you develop your online presence.
- **Communicate** appropriate information and content to your audience and customers to deliver the highest impact
- **Understand** all the different costs associated with running a web site
- **Optimize** your site for search engines.
- **Analyze** your web traffic statistics and understand what they are telling you.
- **Capitalize** on social media