

## Questions?

Please contact:  
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### Also Sponsored by:

Lycoming County Chamber of Commerce -  
[www.williamsport.org/chamber/](http://www.williamsport.org/chamber/)

University of Pittsburgh at Bradford  
[www.upb.pitt.edu](http://www.upb.pitt.edu)

Potter County Education Council -  
[www.pottercountyedcouncil.org](http://www.pottercountyedcouncil.org)

Small Business Development Center -  
The Lock Haven University -  
[www.lhup.edu/sbdc](http://www.lhup.edu/sbdc)

Small Business Development Center -  
The University of Scranton -  
[www.scrantonsbdc.com](http://www.scrantonsbdc.com)

The Pennsylvania Wilds -  
[www.pawildsresources.org](http://www.pawildsresources.org)

The Pennsylvania Technical Assistance Program -  
[www.PennTAP.PSU.edu](http://www.PennTAP.PSU.edu)

## Choose one of these sessions:

**McKean County**  
Swarts Hall, Room 162  
University of Pittsburgh at Bradford,  
Bradford, PA  
March 10, 2010 5:00pm—7:00pm  
*Register by March 5*

**Clearfield County**  
Leonard Street Multi-Service Center, Room 131  
600 Leonard Street  
Clearfield, PA 16:830  
April 13, 2010 2:00 pm —4:00 p.m.  
*Register by April 9*

**Lycoming County**  
River Valley Room,  
100 W. 3rd Street  
Williamsport/Lycoming Chamber of Commerce,  
Williamsport, PA  
May 13, 2010 11:00 am—1:00 pm  
*Register by May 7th.*

**Warren County**  
Ruff Acres Fine Arts & Antiques  
600 North Main Street  
Russell, PA 16345  
May 19, 11:30 a.m. to 1:30 p.m.  
*Register by April 14*

***Note:** Additional sessions of this workshop will be held after the Holidays in the PA Wilds counties not listed here. If your agency is interested in hosting one of those workshops please contact PennTAP's Donna Yale.*



# ***“Building an Effective Tourism Web Site”***



# Building an Effective Tourism Business Web Site

Websites are the No. 1 marketing tool for small tourism businesses, yet many tourism businesses in the Pennsylvania Wilds region underutilize their websites or have no online presence at all. The Pennsylvania Wilds and PennTAP would like to help change that.

Participants in this free, two-hour workshop will be shown examples of tourism business websites from around the PA Wilds region that have gotten real results, and hear what these small business owners have to say about building an effective website, costs and more. In the second half of the workshop, PennTAP will explain basic website layout, search engine optimization and why these things are critical for a successful website.

**WHO Should Attend?** Outfitters, guides, liveries, restaurants, lodges, bed and breakfasts, retail stores, artisans, event coordinators and others who are interested in this topic are encouraged to attend.

Presented by **Ta Brant, PA Wilds Ombudsman** and **Donna Yale, Sr. Technical Specialist, PennTAP, Penn State University**, this 2-hour seminar is designed to provide you with information regarding basic Web site planning.

The two hour seminar will be held through lunch at different locations throughout the region starting in October. **Feel free to bring a bag lunch!**

Registration is free and easy! Respond by email OR phone and include the information on the registration form OR complete the registration form and return it to Donna Yale by mail.

*Please note the registration deadlines.*

Registration confirmation will be sent to you closer to the training date.

## Seminar Agenda:

- ⇒ Registration will start 15 minutes prior to each session.
- ⇒ Participants are encouraged to bring a Bag Lunch.

## Registration Form

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Session Location Choice

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Business Name

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Attendee Name

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Address

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Phone

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Fax

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Email Address

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Web site address

***Registration is FREE to participants in The PA Wilds Region!***