

**NEWS RELEASE**

**For Immediate Release  
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**CENTRAL VIRGINIA SMALL BUSINESS DEVELOPMENT CENTER (CVSBDC) TO  
PRESENT BUILD A LOCAL SEARCH PRESENCE – A GOOGLE LIVESTREAM  
WORKSHOP**

Orange County, VA – The Orange County Economic Development Office, in collaboration with the Central Virginia Small Business Development Center (CVSBDC), Orange County Chamber of Commerce, and Orange Downtown Alliance is hosting two (2) FREE business development opportunities. A workshop, *Build a Local Search Presence – A Google Livestream Workshop*, and 1-1 Counseling Sessions will be offered at The Gordon Building located at 112 West Main Street, Basement, Orange, VA 22960 on January 16, 2019.

The *Build a Local Search Presence – A Google Livestream Workshop* is being offered from 1:00 p.m. to 3:00 p.m. The class will begin promptly at 1:00 pm – so please come a few minutes early to check-in and get settled. Feel free to bring your own computer – so you can immediately begin to apply what you are learning.

There are billions of local searches happening on Google every day....learn how to maximize the benefits of these searches for your small business! Google experts will explain how **Build a Local Search Presence**, in order to more effectively “be found” by customers in your area. In addition to Google’s instructional video, Betty Hoge, Director of the Central Virginia SBDC will share best practices for using *Google My Business* features (like posts and reviews) to put your best foot forward Ms. Hoge will also will lead a roundtable discussion about consumer trends related to local searches.

In addition to the workshop being offered this day, FREE and confidential, 1-on-1 business counseling sessions are available for those seeking feedback and advice from an experienced business advisor. Counseling sessions are available by appointment only, so please call the CVSBDC at (434) 295-8198 to schedule your appointment on January 16<sup>th</sup>, or in Charlottesville any other date.

Although these events are FREE to all local businesses, space is limited. To ensure a seat at the workshop, businesses can pre-register online at <https://bit.ly/2z97f0R> or by phone at (434) 295-8198.

For more information, please contact Rose Deal at the Orange County Economic Development Office at (540) 672-1238 or [rdeal@orangecountyva.gov](mailto:rdeal@orangecountyva.gov).

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