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# *Website Design for a Global Marketplace Is your company's website prepared to handle overseas customers?*

Many small and medium sized businesses have become savvy in finding customers and selling their products through their websites. However, with the high-speed and expanding reach of today's business environment, companies are finding it necessary to continually adapt, improve, and more effectively use, their websites to appeal to and accommodate international customers. But with constraints on staff and budgets, companies are also faced with the need to maximize outreach strategies. Let's make it a little easier.  If you've ever asked yourself if there are simple tools and best practices to make your company's website work for you in attracting foreign buyers, distributors, and customers, then this seminar is 2G2BT…too good to be true that is!

Join the U.S. Commercial Service, the Arkansas World Trade Center, and ASU Delta Center for Economic Development and its tech-savvy speaker for this event at the ASU Delta Center for Economic Development, Jonesboro, Arkansas, Thursday, May 20, 2010.  After this training, you'll impress all your coworkers with the latest geek speak and, more importantly, improve your company's ability to find and fulfill international orders to meet your web-based bottom line!

Participants will learn:

* Simple, inexpensive modifications that will improve your websites ability to attract and retain customers
* How to refine websites to specifically target international customers through website internationalization, regionalization and localization
* Best practices and techniques related to website translation
* Proactive promotion of websites overseas, including advice on Search Engine Optimization (SEO)
* Leveraging internet tools to target foreign markets and track inquiries
* International eCommerce options, risks and foreign payment mechanisms

**Time:** 8:30 am – 11:30 am (includes continental breakfast)  
**Date:** Thursday, May 20, 2010  
**Location:** ASU Delta Center for Economic Development Executive Conference Room

**Cost:**  $20.00  
**To Register please ctrl/click at:**  [Website Design for a Global Marketplace](https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q8D)