



August 22, 2013

## Web.com to Help Fort Wayne Business Owners with Free Online Marketing Forum

### *Small Business Forum to be held as part of Web.com Tour Hotel Fitness Championship*

**JACKSONVILLE, FL - August 22, 2013** - Web.com, a leading provider of Internet services and online marketing solutions for small businesses, will host a free Small Business Forum designed to help Fort Wayne-area small business owners learn how to successfully increase visibility and market themselves online. The Small Business Forum is on Thursday, August 29, 2013, from 8:00 a.m. - 10:30 a.m. EDT at Ceruti's Summit Park in Fort Wayne.

The Web.com Small Business Forum takes place in conjunction with the Web.com Tour Hotel Fitness Championship, which will be played Thursday, August 29, 2013 - Sunday, September 1, 2013, at Sycamore Hills Golf Club. As part of its agreement with the PGA TOUR, Web.com developed the Web.com Small Business Forum as a benefit to small business owners in communities where events are held.

Fort Wayne Mayor Tom Henry will kick off the Web.com Small Business Forum, and a Web.com marketing professional will share information and tools to help small business owners increase visibility and optimize marketing efforts online.

"We're excited to have an event focused on what really works when marketing online so that small business owners in the Fort Wayne area can harness the power of the Internet to succeed," said Web.com Chief Marketing Officer Jason Teichman. "We have best practices from working with millions of business owners every day who are addressing real-world challenges of marketing online and through social channels. We expect a lively dialogue covering a range of key, timely topics that small business owners face when tackling this increasingly important digital opportunity."

Topics and content at the Small Business Forum focus on ways small business owners can achieve a successful Internet presence, including the elements of a great website, how to determine if their website is working for them, increasing traffic to their website and business, and decoding how to efficiently market on Google, Facebook and Twitter.

"Small business is an essential piece of Indiana's economy and America as a whole," said Henry. "Now, more than ever, it's important for small businesses to equip themselves with the tools they need to find success, and I'm happy to support an organization that helps small business owners do just that in Web.com."

#### **Event Details:**

- **Where:** Ceruti's Summit Park (6601 Innovation Blvd, Fort Wayne, IN 46818)
- **When:** Thursday, August 29, beginning with a complimentary breakfast at 8:00 a.m.; presentation will start promptly at 8:30 a.m. and will conclude at 10:00 a.m.
- **Cost:** Attendance is free, but advanced registration is requested at [smallbusinessforum.web.com](http://smallbusinessforum.web.com)
- All pre-registered attendees will receive one (1) free ticket to the Hotel Fitness Championship

For more information, contact [smallbusinessforum@web.com](mailto:smallbusinessforum@web.com) or call 800-862-8718.

**Attention Editors/News Directors:** Kevin Feldman, Director of Sales and Marketing for Ft. Wayne's Brigadoon Fitness shares how Web.com helped his business expand online, accelerating leads generation through a new custom website. Brigadoon Video: <http://bit.ly/1dtlSnU>. Feldman will attend the Small Business Forum to answer questions from the attendees.

#### **About Web.com**

[Web.com Group, Inc.](http://www.web.com) (Nasdaq: WWWW) provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com is a global domain registrar and further meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products, eCommerce solutions and call center services. For more information, please visit [www.web.com](http://www.web.com); follow Web.com on Twitter [@webdotcom](https://twitter.com/webdotcom) or on Facebook at [www.facebook.com/web.com](https://www.facebook.com/web.com). For additional online marketing resources and small business networking, please visit Web.com's [Small Business Forum](http://www.web.com/small-business-forum).

**About the Web.com Tour**

Founded (1990), owned and operated by the PGA TOUR, the Web.com Tour enters a new era in 2013 as it identifies those players who are ready to compete and win on golf's biggest stage. Beginning in 2013, the Web.com Tour becomes the path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals in September. Web.com became the Tour's umbrella sponsor on June 27, 2012, replacing Nationwide Insurance. A 10-year agreement (through 2021) is in place. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won 363 PGA TOUR titles, including 17 majors and five PLAYERS Championships. The PGA TOUR, through the efforts of its three tours and their tournaments, sponsors, players and volunteers, supports over 3,000 local charities and has surpassed \$1.8 billion in charitable giving. To learn more about the PGA TOUR and Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit [PGATOUR.COM](http://PGATOUR.COM), Twitter and Facebook.

*Note to Editors: Web.com is a registered trademark of Web.com Group, Inc.*

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