



September 4, 2013

## Web.com Gives Back to Chicago-Area Small Businesses With Free Online Marketing Forum

### Small Business Forum to Be Held as Part of PGA TOUR BMW Championship

JACKSONVILLE, Fla., Sept. 4, 2013 (GLOBE NEWSWIRE) -- Web.com (Nasdaq:WWW), a leading provider of Internet services and online marketing solutions for small businesses, will host a free Small Business Forum designed to help Chicago-area small business owners learn how to successfully increase visibility and market themselves online. The Small Business Forum will take place on Wednesday, September 11, 2013, from 8:00 a.m. - 10:30 a.m. CDT at The Founders Club Hospitality at Conway Farms Golf Club in Lake Forest.

Through Web.com's agreement with the PGA TOUR and as umbrella sponsor of the Web.com Tour, Web.com developed the Small Business Forum as a benefit to small business owners in communities across the country. The Web.com Small Business Forum takes place in conjunction with the PGA TOUR BMW Championship, which will be held Thursday, September 12, 2013 — Sunday, September 15, at Conway Farms Golf Club.

Susan Kelsey, City of Lake Forest economic development officer, will kick off the Web.com Small Business Forum, and Aman Devgan, vice president of marketing for Web.com, 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 helping small business owners find out what really works when marketing online so small businesses in the Chicago area can harness the power of the Internet to succeed," said Devgan. "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 their business on Google, Facebook and Twitter.

"Small businesses are an essential piece of the Illinois economy," said Kelsey. "Now, more than ever, it is important for small businesses to equip themselves with the tools they need to find success, and the city is happy to support an organization that helps small business owners do just that with Web.com."

Along with helpful information to elevate small businesses' online presence, Web.com will give away a free website makeover to one lucky business owner at the Web.com Small Business Forum in Chicago. The winner of the online makeover will receive an in-depth evaluation of their current website; consultation with a Web.com website expert; new custom website design and copy; and hosting, marketing, monitoring and SEO consulting services for one year to help encourage web traffic and lead generation.

#### Event Details:

- **Where:** The Founders Club Hospitality at Conway Farms Golf Club (425 Conway Farms Drive, Lake Forest, IL 60045)
- **When:** Wednesday, September 11, 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)

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

**Attention Editors/News Directors:** PGA TOUR standout Billy Horschel, who utilizes Web.com's services for his player website, [BillyHorschelGolf.com](http://BillyHorschelGolf.com), will be available for interviews on Tuesday, September 10, 2013, to discuss how Web.com has helped him succeed online, as well as the Chicago Small Business Forum.

#### About Web.com

[Web.com Group, Inc.](#) (Nasdaq:WWW) 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](#) or on Facebook at [www.facebook.com/web.com](http://www.facebook.com/web.com). For additional online marketing resources and small business networking, please visit Web.com's [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, Twitter and Facebook.

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CONTACT: Drew Crowell

GolinHarris for Web.com

972.341.2581

dcrowell@golinharris.com