



# Search Engine Optimization

## Content Creation for SEO

Come find out how to build a content strategy that will appeal to your customers and to Google! We will be taking a deep dive into tools and tactics to build an SEO content strategy from the ground up!

Digital Marketing expert, Steve Burnside, will be presenting material on an internal system called Borg, a predecessor to the Open Source Software: Kubernetes. This will show how Google Engineers get code into production efficiently, and scale it up to serve billions of customers.



### \$20 WEBINAR

March 16, 2022 | Noon – 1:30PM

[SBDC.CALPOLY.EDU/EVENTS](http://SBDC.CALPOLY.EDU/EVENTS)

**Taught by Steve Burnside**  
Director of Development and Marketing, Clever Ducks



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