

Luda MacLean to Present at August Maine WordPress MeetUp

Ludmila MacLean, SEO Analyst at Hall Internet Marketing, has been selected to speak at this month's Greater Portland Maine WordPress Meetup. MacLean's presentation, "SEO Basics: Best Practices for Optimizing a WordPress Site," is scheduled to take place on Wednesday, August 17, from 6 to 8pm at the offices of [Automattic East](#) in Westbrook. This event is free and open to the public.

MacLean's talk will serve as an introduction to search engine optimization. She plans to address the fundamentals behind getting a website recognized by search engines and considerations for WordPress sites. "I understand that SEO can be challenging to understand and properly implement," said MacLean. "I'd like to help folks understand the basics and feel comfortable applying a few best practices that will help their business be found."

Luda joined Hall Internet Marketing in March 2013. She has a bachelor's degree in marketing from the University of Southern Maine. This is her first time speaking at a WordPress MeetUp.

WordPress Meetups are a monthly gathering of small business owners, bloggers and developers who use the content management system WordPress. They allow users to share ideas, ask questions and discuss developments on the platform. For more information about the Maine WordPress Meetup and to register for the event, visit the [Maine WordPress Meetup page](#).

About Hall:

[Hall Internet Marketing](#) is a 17-year-old digital marketing agency based in Portland, Maine made up of a diverse team of web marketers, designers and developers. They work collaboratively to create and execute comprehensive marketing strategies for retail and B2B clients. Hall is a recipient of the 2014 Governor's Award for Business Excellence and is a 2015 Best Place to Work in Maine.