



PRESS RELEASE

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Linear Expands Online Dealer Training Series, Launches SEO Fundamentals Course

Security leader develops educational webinar series for dealers looking to utilize local search engine optimization (SEO) strategies to strengthen web visibility and organically grow their business.

Carlsbad, CA – September 25, 2012 – [Linear LLC](#), the leader in residential and commercial access control, emergency response and security solutions, announces the second interactive webinar in its innovative lineup of online training, created for existing and future Linear dealers. The webinar, *SEO Fundamentals*, will take place on October 3rd, 2012 at 1:00 PM ET / 10:00 AM PST and will cover how effective search engine optimization practices can assist in lead generation and driving qualified traffic to dealer sites.

The session will run approximately 45 minutes with an additional 15 minutes open for questions and commentary. The Linear team will cover topics including: what you need to know before embarking on an SEO campaign, how to tell if your website is optimized and simple search-friendly tactics that can be leveraged immediately. Overall, as part of Linear's new educational webinar series, the online training aims to support business development for dealers while providing a convenient, free resource for learning about digital marketing trends.

"After the success of our first dealer training, we knew we wanted to expand the webinar program's content to include informing our dealers about key online marketing strategies that can play a critical role in the growth of their business," said Duane Paulson, Senior Vice President of Product and Market Development at Linear, LLC. *"Our dealers know that, like social media, search engine optimization is vital to their digital presence, and we are committed to helping our dealer community better understand the tools they need to support a thriving business."*

The presentation will provide the latest recommendations and guidance for selecting effective keywords and optimizing online content, while revealing the value provided by utilizing a blended search strategy.

Attendees can expect to walk away with a variety of key takeaways and a clearer understanding of:

- What SEO is and why it matters
- How SEO works
- How to identify the right keywords and use them effectively
- The benefits of a Blended Search Strategy
- Tips for achieving better local/regional website traffic

The first live session of the **SEO Fundamentals training webinar for Linear dealers will be held on October 3rd, 2012 at 1PM EST / 10AM PST.** The session will also be recorded ensuring that dealers who are unable to attend live can still reap the benefits, when it is most convenient to their schedules.

Linear encourages all interested dealers to take advantage of the new Social Media Training Program by reserving a spot today. Register now at: www.linearcorp.com/dealertraining

Linear dealers can get more detailed information about the webinar or register to attend at www.linearcorp.com/dealertraining or call 1-800-421-1587

About Linear LLC

For over 50 years, Linear LLC has been an innovator in the security market. Linear's legacy includes the early application of passive infrared detection and radio frequency (RF) transmission, technologies that revolutionized the wireless security and access control industries. Today, Linear delivers class-leading wired and wireless products into a variety of markets serving the access control, security and home technology needs of its customers. A subsidiary of Nortek, Inc., Linear continues to expand its product and engineering prowess, leveraging the knowledge gained from strategic acquisitions and custom product development which will help lead the company into the next 50 years. To learn more, visit www.linearcorp.com.

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