

# Dorit Sasson

Creator of SEO Business Magic

Dorit presents in English and Hebrew

Dorit Sasson ♦ AUTHOR  
♦ SPEAKER  
♦ SEO MAGIC

## Biography

Dorit Sasson is an award-winning author and SEO (Search Engine Optimization) branding specialist. She is a sought-after multilingual (English and Hebrew) business SEO speaker and trainer. She started Business SEO Magic to help companies, business owners, entrepreneurs, and nonprofits brand themselves with an optimized online presence to compete in today's marketplace.

An educator and writer by trade, Dorit has spoken to various groups on business SEO including The Greater Pittsburgh Arts Council, Pittsburgh Women's Mastermind™, and Creative Non-Fiction among others and she teaches SEO for Writer's Digest University. Her mission is focused on serving business owners and entrepreneurs to demystify SEO so that anyone can apply the basics to grow their own online platform and attract the right audience.

While passionate about her work, Dorit loves spending time with her husband and two children as well as biking, reading, and nature walks. She's dreaming of her next trip abroad - specifically to Israel.



## SEO Speaking Topics

- **The Mysterious Magic of Keywords and SEO:** This very practical, hands-on presentation will guide you through the magical optimization process of how to show up on Google so that people can start finding you online.
- **Why Your Business Needs an SEO Content Strategy:** This hands-on presentation will give you strategies to help grow your online presence with SEO-driven content.
- **Is Your Website Optimized? SEO Best Practices for 2021:** Using the most recent SEO trends, this presentation will unpack best practices for increasing conversions and online traffic.

Additional customized topics available upon request.

This document is available in Hebrew.  
ניתן לקבל את הדפים האלה גם בעברית

## CONNECT WITH Dorit

Click the links to visit Dorit's website and to connect on social media.

✉ [sassondorit@gmail.com](mailto:sassondorit@gmail.com)

▶ [YouTube](#)

🌐 [seobusinessmagic.com](http://seobusinessmagic.com)

📷 [@DoritSassonWrites](#)

📘 [@DoritSassonAuthor](#)

🌐 [linkedin.com/DoritSasson](https://linkedin.com/DoritSasson)



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## SEO Training

### Learning to Increase Website Traffic is Easier Than You Think

You don't want to passively wait for your target customers find your website and reach out. It's time to think like a Google User and learn how to find keywords for business SEO so you can connect with the right target customers.

Your ideal clients and customers are randomly putting in keywords and keyphrases into Google all the time to find answers to their questions.

Your products and services are the answer they need. Trust that keyword-driven content will buy the behavior that leads to a sale whether it's buying your book, opting into your coaching package, subscribing to your email list.

Good business SEO doesn't have to be technical and time consuming - and Dorit can prove it!



## Why Dorit?

Hire Dorit to train your team in learning how to use SEO to capture your market and increase conversions.

Digital Marketing Teams

Small Business Owners

Companies and Corporations of all Niches & Industries

## Seen & Heard

Greater Pittsburgh Arts Council

Pittsburgh Women's Mastermind

Monroeville Area Chamber of Commerce

P100 Podcast • Creative Non-Fiction

Writer's Digest University

She Knows • Make a Living Writing

Jilt • Elite Marketing Tips Podcast

Author Your Dream Podcast

## What people are saying

"In our work with Dorit, we've developed a collaborative workflow that fits with her process and ours, and we anticipate this work will pay dividends over time for us and for our client. Dorit has a deep knowledge of SEO theory and techniques. She seems to truly love her work and to be excited by the opportunities to help others, including explaining how things work in search. She's also friendly and pleasant, and we're happy to recommend her."

"Extremely informative. Wheels are turning on keywords and keyphrases."

"I didn't get the importance of an SEO description for the pages on my website."

"I understand SEO in a different way. Great webinar!"

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