

# FOCUS ON KING OF PRUSSIA

## FREE SUMMER EVENTS FOR KING OF PRUSSIA EMPLOYEES & RESIDENTS

HOSTED BY KING OF PRUSSIA DISTRICT

### Lunchtime Concert Series & Yoga Happy Hour

The workweek in King of Prussia (KOP) is about to be energized by the King of Prussia District (KOP-BID). In an effort to enhance the vibrant and active environment in KOP, KOP-BID will host a series of free events in June and July.

Now in its sixth year, **Rock Your Lunch! Summer Concert Series** takes place Thursdays in June (Friday rain dates, starting June 8). The series attracts hundreds of KOP employees looking to take their lunch hour outdoors to connect and network with their colleagues. **Rock Your Lunch!** features live music, free food samples from a variety of KOP's best and newest restaurants and giant yard games



from 11:30 AM to 1:30 PM outdoors in the King of Prussia business park at Arkema (900 First Ave.). An on-site caterer sells freshly prepared lunch items.

The widely popular **Yoga Happy Hour** series is headed to KOP's Main Street for its fourth season Tuesdays in June and July. Perfect for all levels of practice, Yoga Happy Hour features an hour of instruction by KOP-based Stillpoint Yoga Studios from 5 to 6 PM. This year, the seven-week series will take place outdoors at King of Prussia Town Center's pavilion. Yoga is immediately followed by a fun happy hour featuring freebies and specials from Town Center restaurants.



### Happy Hour • Live Music Private Dining

For information on Corporate Events please contact Jennifer Tyler, Group Sales Manager at:

**610.491.9822**

kop@bahamabreeze.com



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"An active and engaged community of residents and employees is essential for a thriving township," said Eric Goldstein, King of Prussia District Executive Director. "That is why we plan nearly three dozen events every year to help strengthen our community while supporting our King of Prussia businesses."

Learn more about **Rock Your Lunch!** at [visitKOP.com/RYL](http://visitKOP.com/RYL) and **Yoga Happy Hour** at [visitKOP.com/yoga](http://visitKOP.com/yoga).



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## ABOUT THE KING OF PRUSSIA DISTRICT:

The King of Prussia District (KOP-BID) creates an environment for success, connecting businesses with a culture of growth. By facilitating initiatives that are designed to improve the economic climate, KOP-BID is striving to make King of Prussia the best place for work, life and recreation.

The King of Prussia District (KOP-BID) was founded in 2010 as a 501(c)(3), private, not-for-profit organization under the Commonwealth of Pennsylvania's Neighborhood Improvement District legislation. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive, and prosperous.

KOP-BID works with over 300 assessed property owners to execute the organizations five-point Program Plan within our district boundaries.

The Program Plan is used to focus the organizations efforts: Marketing & Communications; Physical Improvements; Tax Policy; Land Use & Zoning; Transportation.

All of the programs and services of KOP-BID are designed to promote high quality, attractive public spaces, comprehensive master planning for the future of King of Prussia, a regionally competitive tax structure, multi-modal transportation options, and enhancement to King of Prussia's profile through marketing, communications and special events.

For additional information, please visit: [www.visitkop.com](http://www.visitkop.com).



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**KING OF  
PRUSSIA  
DISTRICT**

## MASTERING SOCIAL MEDIA

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### Backlinks

What are backlinks? They are links to your website from page to page as well as from website to website. There are two types of backlinks, internal and external. By creating hyperlinks from one page to another you create internal backlinks. External links include links to your social media platforms and links from websites that are relative to your business. How to obtain good links are by inviting guest bloggers to your site, link vendors and service providers to your website, and write blogs that attract people to find and leave comments on your site.

### What about images & videos?

Visually, we as humans, see the photos and can describe what is in a photo. Unfortunately, search engines have no clue what is in a photo. They need your help. When uploading a photo to your website, naming it IMG-255.jpg means nothing. Take advantage of using keywords and locations not only for the name of the image but also the "alt-tag" of the image. If you are a realtor and have a photo of a brand new property, change the name of the image to something like – single-home-3-bedrooms-2-baths-

pottstown.jpg. For the alt tag, change the "-" to spaces – Single Home with 3 bedrooms & 2 baths in Pottstown, PA. Use the same theme when uploading videos. You know you have an alt tag for your photo when you take your mouse and hover over a photo and this yellow popup of text describes the photo.

There is much more that needs to be done behind the scenes to help your website move the needle on Google. I included information for those areas of the website where you can help your website developer to tweak, adjust, and improve the keyword phrases, information for your photos and videos, and links to your site.

Just an FYI, the better your website does to be found on Google, the more of those emails you will receive that your website needs help to be found. My suggestion is to smile knowing everything is just fine.

*Alyse Mitten and her team at Interlace Communications are trained and certified in Search Engine Optimization. They can work with you to move the needle with the additional tools and techniques needed to improve your ranking with Google. Give them a call at 484-709-6564 or email kasey@gomaava.com. www.iciconnect.com.*

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