



# Welcome to the KU Small Business Development Center

*Growing Kansas one  
business at a time!*

# OUR TEAM



**Kristina Edwards,**  
*Regional Director*



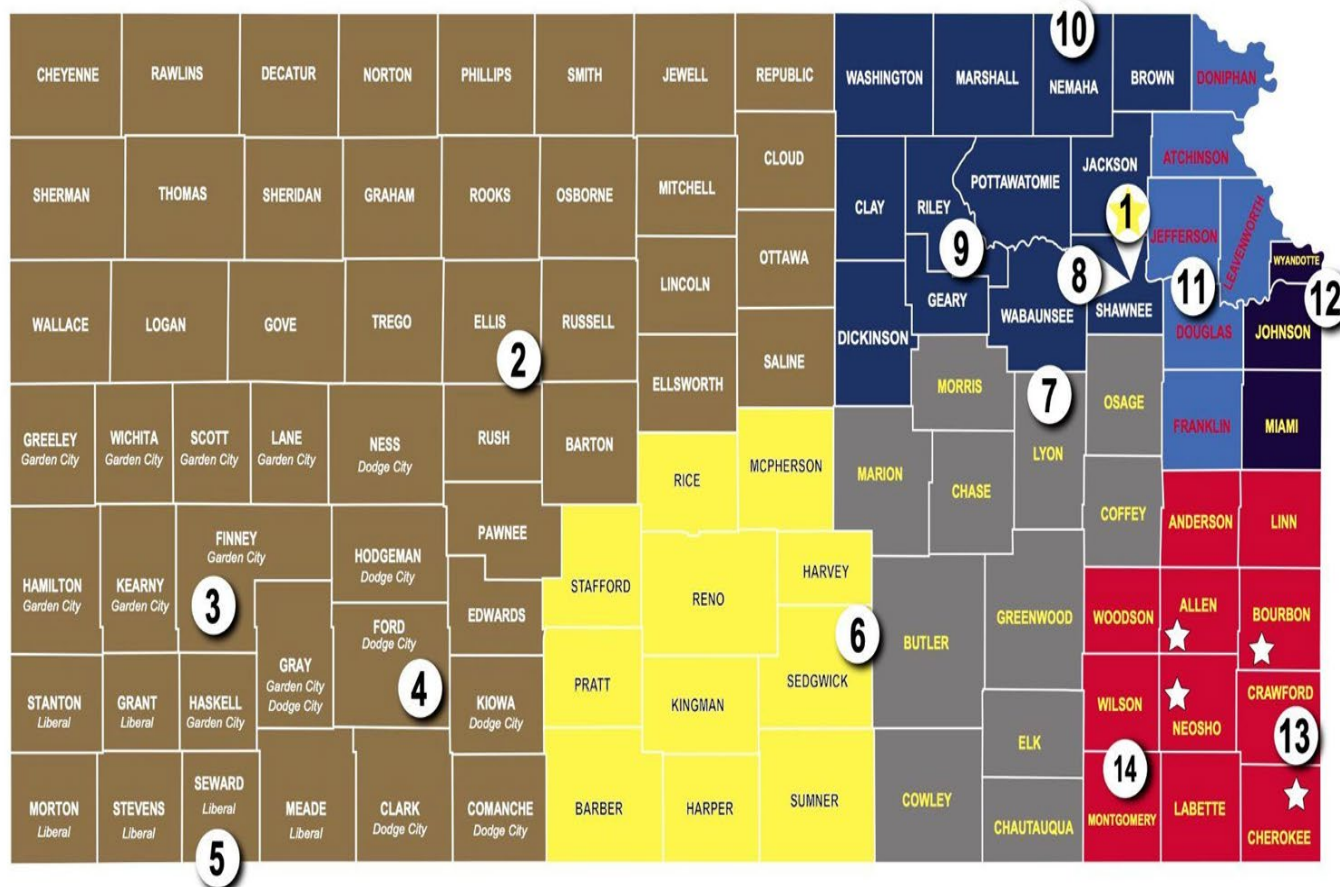
**Carrie Poe,**  
*Business Advisor*



**Christian Hopkins,**  
*Business Advisor*

**Will Katz,**  
*Business Advisor*

# Kansas Small Business Development Centers



**KU SBDC covers 6 counties**

~ 1,100 Centers across the US

Fun Fact: The KU SBDC office is near downtown Lawrence (not on campus)

# Our Mission

*Help more people!*

# Our Vision

*Grow Kansas one small business at a time.*

# What We Do

- Individual, one-to-one FREE and confidential advising for start-up AND existing businesses
- Focused trainings + content providers
- Connection to appropriate resources
- Community Partnerships

# Advising Services

- **Business Planning**
- **Cash Flow Management**
- **Financial Analysis**
- **Sales and Business Development**
- **Employee Management**
- **Market and Consumer Research**
- **Marketing and Social Media**
- **Business Valuation**

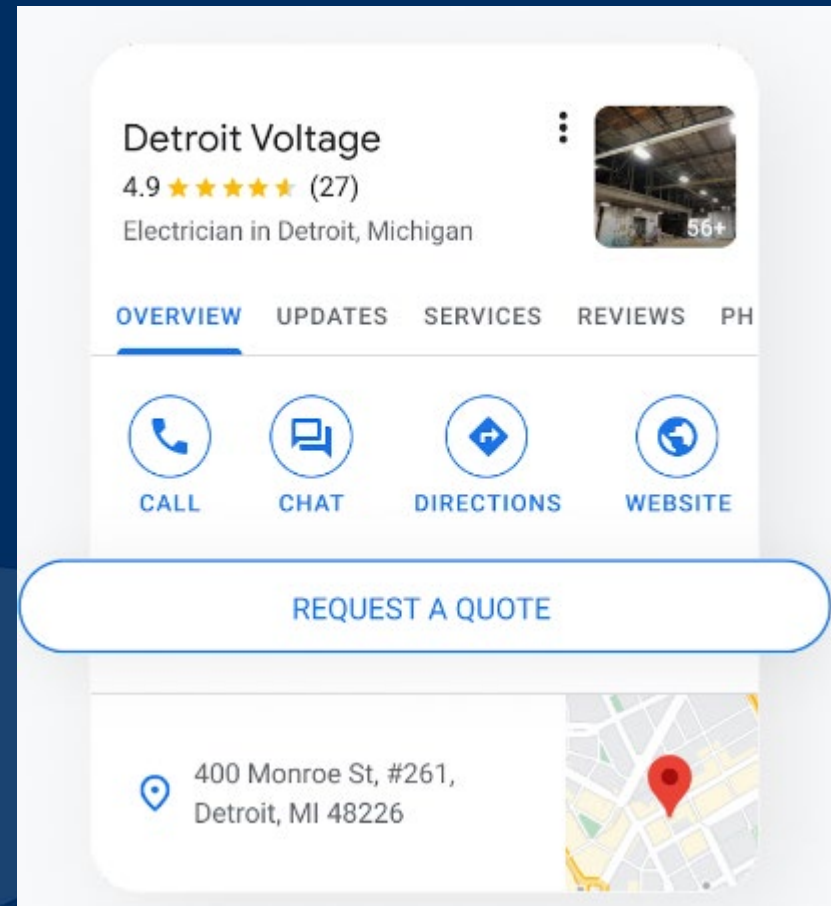
# What we will cover

1. Google My Business
2. Website
3. Social Media
4. Tools to Leverage
5. Final Thoughts



# Google My Business

- Free Business Profile
- Personalized Profile
- First Impression
- Connect with customers





# Google My Business

## Claim

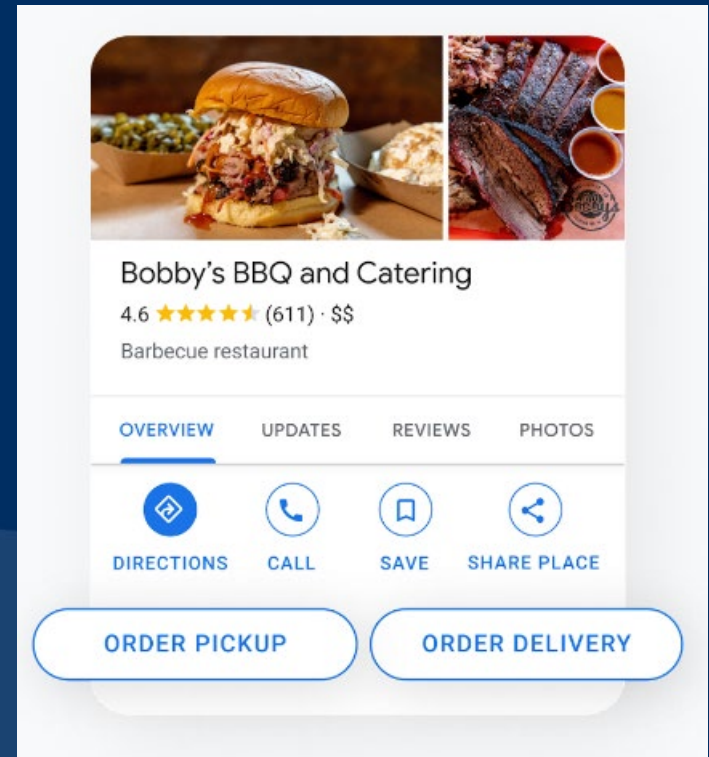
- Create a Business Profile or manage an existing profile on search and maps

## Personalized

- Add hours, photos, and other details, and get discovered by customers near you

## Manage

- Share updates, respond to review, and connect with customers on Google



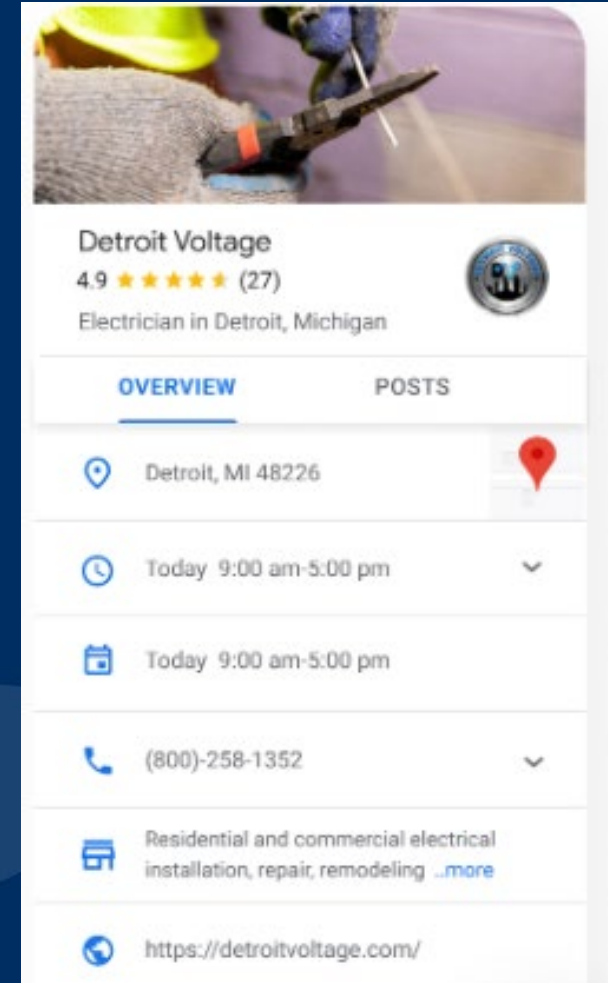
# Creating / Updating Google My Business

1. Accurate information
2. Engaging Photos
3. Compelling Business Description
4. Keyword Optimization
5. Customer Reviews
6. Leverage Q&A

# Google My Business

## Ensure Accurate Information

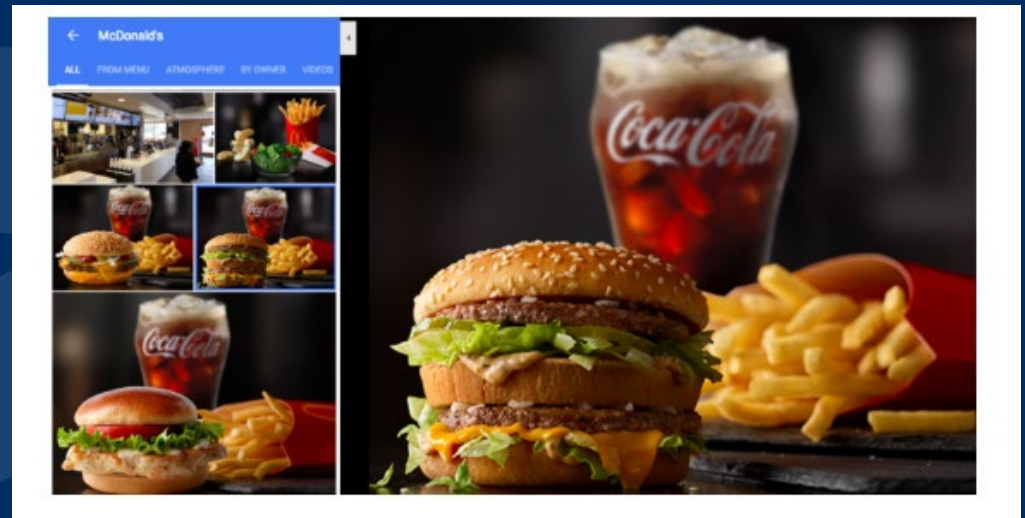
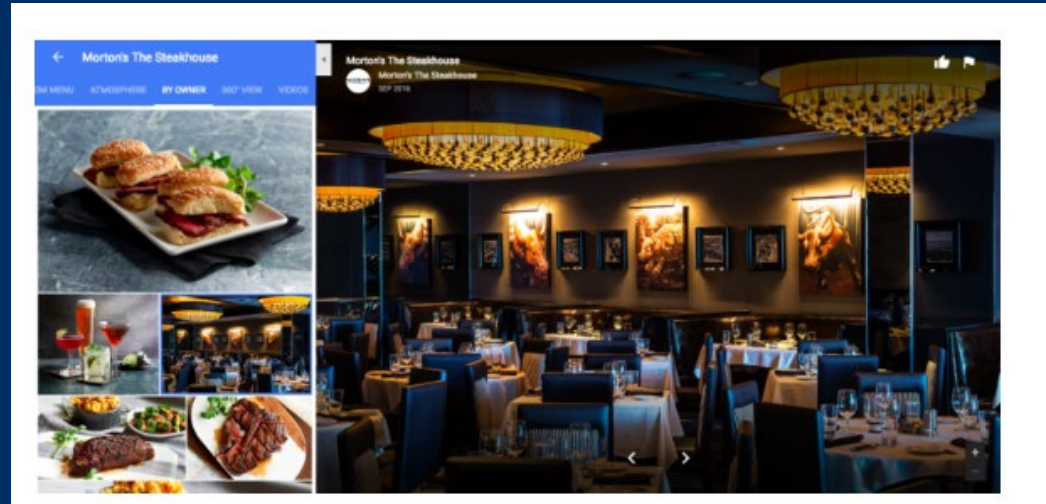
- Business Name
- Business Category
- Business Hours
  - *Don't forget holiday hours*
- Phone Number
- Website
- Business Address or Service Area



# Google My Business

## Engaging Photos

- Logo
- Exterior Photos
- Interior Photos
- Product Photos
- Photos at Work
- Food and Drink
- Team Photos



# Google My Business

## Compelling Business Description

- Don't be too complex or too vague
- Mention Primary Business Category
- Highlight Key Information
- Unique Selling Points of products / Services
- Special Offerings
- Keywords
- Location / Service Area

# Google My Business

## Compelling Business Description

### Example #4 (Plumbing company)

---

{Business name} is a family-owned and locally operated plumbing company that has been around since {year founded}. Our plumbers serve {target location} including maintenance, repairs, installs, and emergency services. Trust {Business name} to provide you with fast, affordable, and honest service 24/7. {Mission statement}.

### Example #5 (Dentist)

---

{Business name} was established in {year founded} and is conveniently located in {location}. Our dental care comes with flexible schedules to satisfy patient needs, along with a comfortable environment. At {Business name}, we take a modern approach to dentistry by utilizing the most current technologies and treatments methods available to ensure a clean, white, and long-lasting smile. As family dentists, our goal is to help the family shine brighter.

# Google My Business

## Keyword Optimization

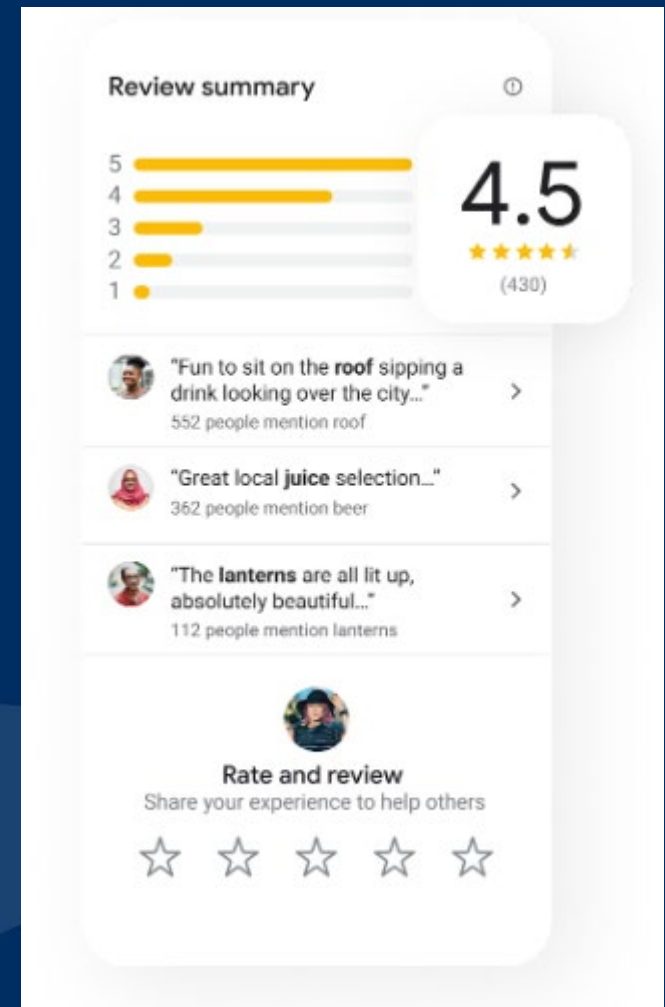
- What do you sell?
- What do you specialize in?
- Consider Business Attributes
- Generate Words from Customer Reviews



# Google My Business

## Customer Reviews

- Ask in person
- Ask in marketing materials
- Make it easy
- Respond to reviews

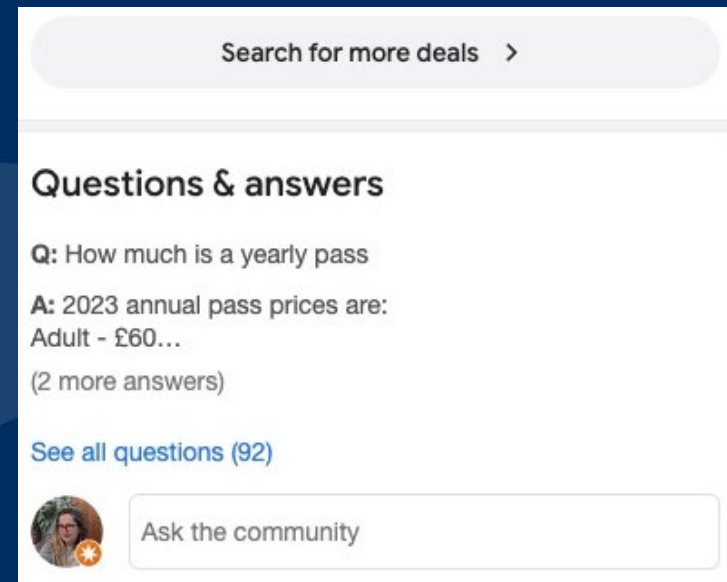


# Google My Business

## Leverage Q&A's

*Shapes the online image of local businesses, influencing customer perceptions and, ultimately, buying decisions.*

1. Answer Customer Questions
2. Ask and Answer Your Own Questions



# Website & Simple SEO

# Simple SEO

## Alt Text: labeling your photos


*Alt text (alternative text) describes the appearance or function of an image on a web page. Alt text is read aloud by programs called screen readers which are used by people with visual impairments and low vision. Alt text displays in place of an image if it fails to load, and is indexed by search engine bots to better understand image and page content.*



Image

Title

Image

 Image3 x

+ Add an asset    Upload files

Alt Text

Stack of blueberry pancakes with powdered sugar

# Simple SEO

## Alt Text:

1. Specificity is Key
1. Decorative Images
1. Keyword Integration
1. Avoid Overstuffing
1. Skip Redundant Phrases



Okay alt text:

```

```

Better alt text:

```

```

Best alt text:

```

```



# Simple SEO

## Title Tags - label your pages

1. Create unique, accurate titles for each web page
1. Keep your title tags brief
1. Use the title tag to accurately describe the page's content
1. Avoid stuffing the title tag with keywords



# Simple SEO

## Meta Text - page description

*A meta description is an HTML element that provides a brief summary of a web page. A page's meta description tag is displayed as part of the search snippet in a search engine results page (SERP) and is meant to give the user an idea of the content that exists within the page and how it relates to their search query.*

<https://www.akc.org> > Dog Breeds

**Australian Shepherd Dog Breed Information - American ...**

Right breed for you? **Australian Shepherd** information including personality, history, grooming, pictures, videos, and the AKC breed standard.

# Simple SEO

## Meta Text - page description

1. Keep Meta Descriptions to 105 Characters (or 680 Pixels) in Length
2. Include Your Target Keyword
3. Give the User What They Want to See
4. Include a Call to Action
5. Ensure Every Meta Description Is Unique
6. Include Important Product Information

# Simple SEO

## Keywords

1. Use the right keywords
  - a. Keyword Research
    - i. Tools
    - ii. Customers
    - iii. Synonyms / Variations
2. Use Keywords in title tags, meta description, images, Headers, content on our website

# Simple SEO

## Organizing Your Website

### 1. Use Header Tags To Provide Structure

- Your H1 introduces the topic your page is all about, just as a title tells a reader what a book is all about.
- The H2s are akin to book chapters, describing the main topics you'll cover in sections of the article.
- Subsequent headers, H3s to H6s, serve as additional subheadings within each section, just as a book chapter may be split up into multiple subtopics.

# Simple SEO

## Organizing Your Website

H1 Title - Very important

H2 Title - Less important than H1

H3 Title - Less important than H2

H4 Title - Less important than H3

H5 Title - Less important than H4

H6 Title - Less important than H5

# Simple SEO

## Organizing Your Website

2. Break Up Blocks Of Text With Subheadings
  - A scannable article is a readable article, and a readable article is one that's more likely to perform well in the search engines.



# Best Photo Editors of 2023

In today's visually-driven world, image editing has become an integral part of our lives.

Whether you're a professional photographer, a social media enthusiast, or simply someone who wants to enhance their personal photos, having a powerful image editor is essential.

That's why we've compiled a list of the best image editors that will help you unlock your creative potential and produce stunning visuals.



## What Are the Best Photo Editors?

1. **Adobe Photoshop:** A versatile and comprehensive image editor with advanced features like layers, masks, and adjustment options.
2. **Adobe Lightroom:** Designed for photographers, Lightroom excels in organizing, enhancing, and managing large photo collections with non-destructive editing and batch-processing features.
3. **GIMP:** A popular free and open-source image editor with a wide range of tools, customizable brushes, and extensive community support.



Let's take a closer look at each tool.

### #1 Adobe Photoshop

When it comes to image editing, Adobe Photoshop remains the undisputed champion. Known for its unparalleled versatility and comprehensive set of tools, Photoshop is the go-to software for professionals. With its advanced features like layers, masks, and adjustment options, you have complete control over every aspect of your images. From retouching photos to creating complex compositions, Photoshop is a powerhouse that can handle any editing task.



### #2 Lightroom

Adobe Lightroom is a leading image editor specifically designed for photographers. It excels in organizing, enhancing, and managing large



# Simple SEO

## Organizing Your Website

3. Include Keywords In Your Header Tags
  - Google uses header tags to gather context for your page.

# Simple SEO - Backlinks

- Backlinks are **links from one website to another**.
- They are crucial for small businesses because they **serve as a form of validation** and trust signal to search engines like Google.
- When reputable websites link to your small business website, it **indicates to search engines that your site is trustworthy, credible, and authoritative** in its niche
- **This can lead to higher rankings** in search engine results pages (SERPs), which means more visibility and potential traffic for your small business.
- Essentially, **backlinks act as a vote of confidence from other websites**, helping to establish your online presence and improve your search engine optimization (SEO) efforts.

# Simple SEO - Backlinks

## **Local Directories:**

- Submit your business to local online directories, such as Yelp, Yellow Pages, and other relevant platforms in your area. Ensure that your NAP (Name, Address, Phone number) information is consistent across all directories.

## **Google My Business:**

- Optimize your Google My Business profile and include a link to your website. Regularly update your profile with relevant information, posts, and photos to enhance your local search presence.

## **Partner and Supplier Links:**

- Reach out to your business partners, suppliers, and any other relevant connections to request backlinks. This can include testimonials or partnership pages on their websites.

# Backlinks Tips

## **Community Engagement:**

- Sponsor local events or participate in community activities. Many community websites or event pages may provide opportunities for backlinks when you sponsor or participate.

## **Create Shareable Content:**

- Develop valuable and shareable content on your website, such as blog posts, infographics, or how-to guides. Share this content on social media and encourage others to link back to it.

## **Social Media Profiles:**

- Ensure your business's social media profiles include a link to your website. While these are 'nofollow' links, they still contribute to overall online presence.

# Final Thoughts

1. Think about your customer
2. Include Important Information
3. Update consistently
4. Leverage Resources

# Social Media

1. Define your Goal
2. Know your Audience
3. Choose the Right platform
4. Content Calendar
5. Engagement Strategy
6. Visual Content
7. Collaborate and Cross Promote

# Social Media

## Define your Goals

- Goal of social media presence?
  - Increase community awareness
  - Increase sales
  - Boost engagement
  - Monitor competitors
- How will you measure if you are meeting your goals?
  - Try on a small scale
  - Regularly review metrics





# Social Media

- Know your Audience
  - Why isn't my marketing working?
    - Everyone, right?
    - Posting all the time but nobody sees it
  - Break down your target market(s)
    - Who are your typical customers?
      - age, geography, occupation, interests
      - Who do you want to reach but aren't?



# Social Media

Choose the Right platform

- Where is the target audience at?
- Consider types of posts (long videos vs short reels, narratives, recipes, photos)





# Social Media

## Content Calendar

- Scheduling of posts - use the planners
- Gather content
  - photos, videos, event links
- Type of content
  - Educational, promotional, event
  - Variety
- Frequency of posts
  - How many times per day/week/month/year?
- Who will complete this task?

# Social Media

- Engagement Strategy
  - Invite to follow page
  - Comments, Messages - Prompt response
  - Invite to events
  - Create polls
  - Highlight milestones
  - Encourage tagging and sharing

# Social Media

## Visual Content

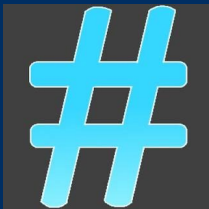
- High quality visuals
- Consistent branding
- User generated content (with proper credit)
- Behind the Scenes
- Compelling visual stories



# Social Media

## Collaborate and Cross Promote

- Tag your strategic business partners/industry influencers
- Promote their events
- Create events with them
- Ask them to share your events



# Tools To Leverage

## Canva

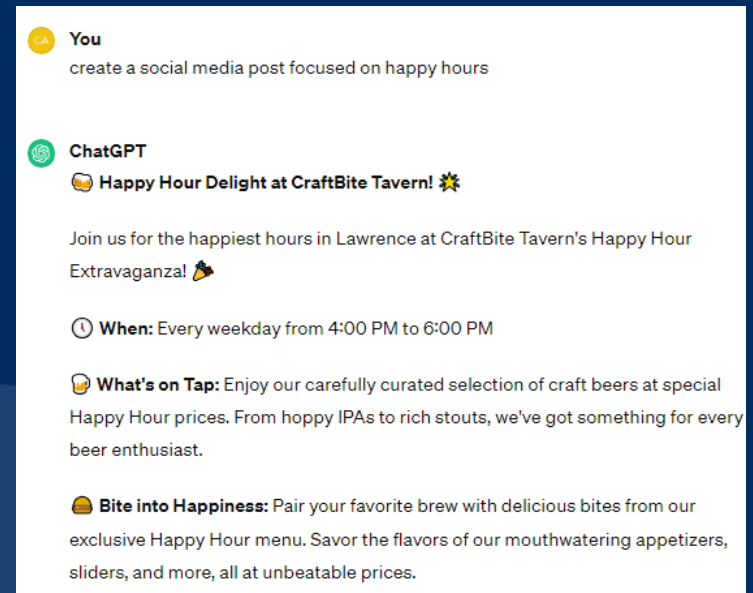
- Free basic/enhanced paid versions
- Templates, Design, Cross platform content

## - ChatGPT

- Free/paid versions
- AI generated content
  - vet, edit, no personal info

## - Kansas Micro Internship

- Scoped projects
- 2 projects up to \$500



# Final Thoughts...

- Consistent Branding
  - Across all social media platforms. Use the same profile picture, cover photo, and business information. Consistent branding builds trust and recognition.
- Schedule Intentional and Routine Time to make updates
- Leverage your team - reallocate time, talents/interests
- Tap into local programs or resources - webinars, interns, SBDC office



# Questions?

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