

## **Westside Association Meeting Minutes**

*May 7, 2015*

Meeting called to order by President Connie Drexler @ 12pm

### **Member Introductions/New Business**

Connie Drexler - 44 North is moving to 600 S. Main Street

Samantha Nelson – Chamber hired a new Marketing and Communications Staff – Carly Tomlinson - will start after she graduates from UW-Oshkosh

Attorney James Macy – Davis & Kuelthau has moved to 2905 Universal St, Suite 2

### **April Meeting Minutes Approved**

#### **Treasurer's Report by Mike Schmidt**

- \$7600 end of April
- authorized donations but not assigned yet
- donation request did come in from Samantha Nelson for Live at Lunch Series
  - it was voted and approved to be an event sponsor for \$150.00

#### **Chamber Report by Samantha Nelson**

- May 13<sup>th</sup> – AM Oshkosh – Habitat ReStore
- May 13<sup>th</sup> – Propel Mixer at Mahoney's
- May 14<sup>th</sup> – Social Hub – Email Marketing
- May 19<sup>th</sup> – Business After Hours – Anthem Luxury Living

### **Economic Development**

Dicks, Panera, and Pet Smart are In Progress

Noodles, Ross Dress for Less, Floor Quest,

Sam's Club is not fully closed yet, hopefully early June

Candeo Creative has moved and expanded

Bemis Healthcare

DealerFire is now DealerSocket

\$80 million in new business that is in the works or is currently being built, it is double the average which is typically around \$40 million

## Membership

Looking for new members

## New Business

Looking for someone to help keep the website up to date on the backend

## Guest Speaker

*Kristen Bird, Support Manager at Intergen Web Solutions*

"Search Engine Optimization or SEO"

- the ability to have your website become higher in the ranks
- think of the internet as a library, everything on the internet is a book in that library
- 92% of adults use search engines
- 85% of traffic is referred by search engines
- 80% of consumers do research online before purchasing from a company
- 90% of consumers do not scroll past #30 on results list

Does my website need SEO?

YES, every website needs SEO...you need to create a plan and decide what the goal of your website is, what do I want someone to do when they get to my site

4 Steps to Friendly SEO (back end)

- 1) URL Structures – using real language
- 2) XML Site Map – your own index for your site
- 3) Robots. This is an example of simple text. – close off irrelevant pages
- 4) Canonical URLs

On the front end

- 1) Content is Key (what brings people to your site?)
  - a. Engagement-driven – what do you want the user to do
  - b. Researched – keyword research – what are people looking for, target your geographic market, high demand, low supply
  - c. Quality – useful, usable, accessible, in-depth information, relevant infographics, case studies
- 2) Link-Building
  - a. Out-bound links
  - b. In-bound links

Find out who links to your website

Next Steps:

1. Updated and add fresh content to your website
2. Have someone take a look at your information real people who can give you feedback

***NEXT MEETING***

June 4<sup>th</sup>