



## TUNE-UP TIPS TO MAKE YOUR WEBSITE MORE EFFECTIVE

Lunch and Learn Series is organized by the Entrepreneurship Development Group (EDG) of Athens County, Ohio



**“You never get a second chance to make a first impression.”**

In a 2016 sample of US Internet users, almost 60% reported that they “always” or “often” research a small business online before visiting. So, how effective your website is at informing, educating, and selling to your prospective customers? In this workshop, Jean Marie Cackowski-Cambell will share common pitfalls and cover straightforward, directly applicable steps you can take to improve your current website. You’ll take away tips and information to improve your visitors’ experience, increase your website’s credibility, and make it more likely that your visitors will take the next step to contact, visit, or buy from you. This workshop is for people who work with their website’s content (its text and images) – no deep knowledge of website mechanics required.

# Thursday, July 18, 2019

## 11:30 a.m. - 1:00 p.m.\*

Ohio University Innovation Center,  
340 West State Street, Room 103, Athens, OH 45701

\*Lunch provided by:  **kosada**  
incorporated



### Register Today: Free

Contact Trena Twyman to register by noon on Tuesday, July 16<sup>th</sup>

email: [twyman@ohio.edu](mailto:twyman@ohio.edu)

call: (740) 597-1460

Add next month's  
Lunch and Learn  
to your calendars now:

## Thursday, August 15<sup>th</sup>

### Cyber Security – Protecting your business and accounts

Opportunity to learn more  
on a variety of business  
related topics in addition  
to networking and building  
relationships with business  
owners and professionals.

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The Ohio Small Business Development Center (SBDC) Program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Development Services Agency. All services are extended to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. Contact SBDC at (614) 466-2711 or at our website: [www.sbdc.development.ohio.gov](http://www.sbdc.development.ohio.gov)