"Bringing Business Back Home"

President's Message

Greetings to All!

Is it time for the Kenmore Chamber's "Holiday Meet & Greet" already?

Yes it is! We will hold our Holiday networking event again this year at **The Rialto Theatre**, 1000 Kenmore Boulevard, on Thursday December 7th. There will be lots of great Hors de Oeuvres for everyone to enjoy while networking/socializing, a great meal to eat, free water and soda pop, and an open cash bar. After dinner events will include this year's McCutchan Award given out and next year's Board of Director's to be sworn in.

This event is sponsored by the **Kenmore Chamber of Commerce**, **Anthem Insurance**, and **The Rialto Theatre**. Please join us from 5:30 to 7:30 pm to meet other Chamber members and Kenmore business owners, and welcome Kenmore's new Akron Councilperson! An RSVP is necessary, as although there is lots of room at **The Rialto Theatre**, seating for the catered dinner is still limited. So please call me at 330-304-9598 or e-mail me at john@kenmore-komics.com to reserve a spot for you and your guest. And it's all FREE for our members!

I hope to visit with you all soon. Thank you for listening, and please be safe!

John Buntin Jr, KCOC President
john@kenmore-komics.com
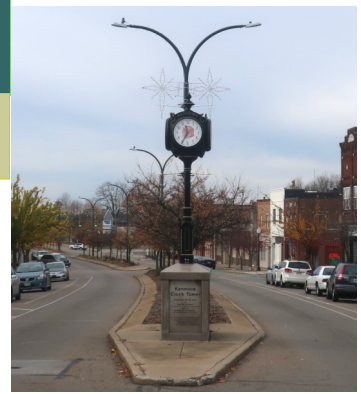
Members enjoy a great meal at last year's "Holiday Meet & Greet"

Welcome to our new KCOC members!

Builders Exchange, Inc. Construction Trade Association Ashley Grandetti 9555 Rockside Road, Ste 300 Cleveland, Ohio 44125-6282 216-393-6300 www.bxohio.com	**Equip Marketing Group LLC** Digital Marketing & Web Development Agency Ryan Kralik 137 West Jackson Street Millersburg Ohio 44654-1303 216-456-1322 www.equip.agency	
	Fast Track Construction Services Commercial/Residential Interior/Exterior Contractor Tim Frimel 16900 Burrows Road Thompson, Ohio 44086-8776 440-749-4330	**Home Service Advisors, LLC** Health Products & Service Company Aaron Bush 6289 Phillips Rice Road Cortland, Ohio 44410-9605 234-244-4384 www.firesideadvisors.com

The 10 Elements of Great Web Content

Rieva Lesonsky, CEO of GrowBiz Media

How do you define great web content? Creating web content that attracts eyeballs can seem like an uphill battle, especially if you're not a born wordsmith. Good news: You don't have to be a professional writer to create web content that works. Here are 10 elements of great web content.

1. Goal-oriented: What do you want your content to accomplish? Knowing that is the first step in achieving your goal. For example, you might have content to educate readers about what you sell (and why they need it), content to persuade them to buy, content that's purely product descriptions, or content that gets them to follow you on social media.

2. Designed for your target customer: Web content is always more effective if it's written with a specific person in mind. If you have buyer personas for your customers, imagine those as you write. If you don't, imagine someone you actually know who fits your target customer profile. If your business targets multiple different kinds of customers, that's OK—just create web content tailored for each of them. For instance, a healthy restaurant might have different content for people following different types of diets.

3. Offers something of value: Good content is useful to the reader. I always tell clients who are trying to think of ideas for web content to start by answering your customers' and prospects' most common questions. If you own a dog-walking service, you could create web content such as "How Often Does My Dog Need a Walk?" or "Why Skipping Walks Can Hurt Your Dog's Health."

4. Attention-getting: You've got to catch people's eyes before they'll read your content. Write headlines, subheads, and captions that convey what your online content is about and what value readers will get from it. Will they learn something, laugh, save money, etc.? Incorporate images and design elements that draw the eye.

5. Uses SEO to get more hits: Search engine optimization (SEO) is key to getting people to your website. Incorporate the keywords people use when searching for companies like yours. You can find keywords using the Google Keyword Planner or the Bing Keyword Research Tool. Long-tail keywords (which have three or more words) can be better for a small business since there's less competition for them.

6. Easy to read: Who's got time to wade through long, drawn-out content online? Not me—and not your customers, either. Convey the key points quickly with short paragraphs, plenty of subheads, and bulleted or numbered lists so people can get the gist at a glance.

7. Brand-appropriate: A dog-walking website and a law firm will have very different "tones of voice" in their content. Make sure all of the content on your website supports your business brand. Consistency is important to build brand awareness.

8. Action-oriented: All of your online content should include a call to action of some kind. In most cases, this will be something that moves readers closer to buying from you. For instance, your blog post on "How Often Does My Dog Need a Walk?" could end with "Schedule your first dog walk by October 30th and get 20% off." You can also encourage readers to take more general actions aligned with your business values, such as playing with their dog more often or scheduling regular vet appointments.

9. Supported by your website: Your website can make or break your web content. It's got to be easy to navigate, attractive to look at, and mobile friendly. Nearly half the time people spend online is on a phone. If prospects are reading your website on a tiny screen, simple text with lots of breaks will help them focus. Mobile-first design ensures your site works on any device. Finally, optimize your site speed—no one's going to stick around if your site takes forever to load.

10. Amplified: Don't forget to amplify your web content by sharing it (and your URL) everywhere you can, including on social media, in your email marketing, in your email signature line, and even on print marketing materials. Put share buttons on your content so customers can easily spread the word.

KBOT FLASHBACK

10 Years Ago - December 2013
- **David E. Culbertson**, President
- Our Christmas Banquet was held at the Akron City Women's Club.

15 Years Ago - December 2008
- **Scott M. Smith**, President
- No information available.

20 Years Ago - December 2003
- **Scott M. Smith**, President
- The lunch meeting discussion concerned creating a Kenmore Boulevard Block Watch group.

25 Years Ago - December 1998
- **James Lawson**, President
- No information available.

30 Years Ago - December 1993
- **Ed Abdula**, President
- General meeting held at the Senior/Community Center, in conjunction with the Kenmore Community Council.

35 Years Ago - December 1988
- **Lee McCutchan**, President
- General meeting discussions were on traffic flow problems on Manchester Road and long-term parking problems on Kenmore's off-street parking lots.

40 Years Ago - December 1983
- **Jasper McCutchan**, President
- The December general meeting was held in the evening at "The Huckleberry", and was made into a meeting/Christmas party, which explains why no notes were taken.