

Kenmore Chamber of Commerce

(formerly the Kenmore Board of Trade)

May 2022

“BRINGING BUSINESS BACK HOME”

PRESIDENT’S MESSAGE

Greetings to All!

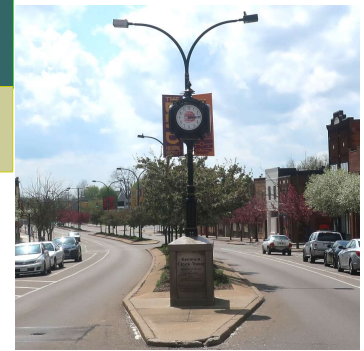
It has been two years since we have had a “Meet & Greet”, and now they are back!

The first one for 2022 will be Thursday May 19th at **So Fresh Used Auto Sales**, 2290 East Avenue, from 5:30 to 7:30 pm. This is not the first time that **So Fresh Used Auto Sales** has hosted a “Meet & Greet” for the Kenmore Chamber. For those **KCOC** members who visited them before the pandemic, you will remember the great food they served at that event, and I am sure the food and refreshments provided on May 19th will be just as good.

Also located in their building at 2290 East Avenue is the **East Avenue Market**, showcasing local vendors with hand-crafted merchandise. And we will also get the chance to see the art gallery set up by owner Jacqueline Harris, just days after it’s opening. So please mark your calendars for Thursday May 19th and plan to return to networking & socializing with your fellow **KCOC** members!

Thank you for listening, and please be safe!

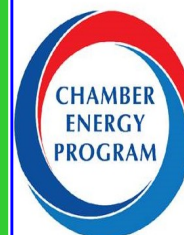
John Buntin Jr, KCOC President
john@kenmore-komics.com



WELCOME TO OUR NEW KCOC MEMBERS!

<p>Able Bulk Carriers Full Service Trucking Company Thomas Hurst 3525 Blackmore Road Perry, Ohio 44081-9534 440-336-5007 www.ablebulkcarriers.com</p>	<p>Cathy L. Kleinbart Court Transcription Business Cathy L. Kleinbart 23800 Shaker Boulevard Shaker Heights, Ohio 44122-2681 617-791-3975</p>	<p>Cellentrex LLC Cell Encapsulation Technology for Drug Discovery Prithy Martis 740 Birch Road Xenia, Ohio 45385-9606 937-736-0536 www.martis@cellentrex.com</p>
<p>Gray Mechanical Commercial Plumbing Contractor D. Scott MinerD 5038 Gilbert Road Centerburg, Ohio 43011-9495 740-625-6545 www.gray-mech.com</p>	<p>Laurel Residential LLC Real Estate Property Management Chaim Elias 2121 South Green Road South Euclid, Ohio 44121-3338 216-245-7278 www.laurelresidential.com</p>	<p>Mimax 1, Inc Restaurant Teresa Stiles P.O. Box 1921 Medina, Ohio 44258-1921</p>
<p>Pleasant Valley Transport Transportation Services Kevin Hanzie 9540 Cedar Valley Road West Salem, Ohio 44287-9533 330-465-9308 www.pleasantvalleytransport.net</p>	<p>Rainbow Sprinkler Systems LLC Residential and Commercial Irrigation Systems Susan Stopki 900 Ford Road Richmond Hts, Ohio 44142-3102 440-449-8219</p>	<p>SLS Benefits LLC Health, Dental and Vision Insurance Sherri Smith 3580 South Arlington Road Akron, Ohio 44312-5223 234-251-0091 www.slsbenefits.com</p>
<p>Snowbright Studio Game Publisher Grace Collins 1500 Chagrin River Road, Ste 361 Gates Mills, Ohio 44040-7414 937-736-0536 www.snowbrightstudio.com</p>	<p>TheModularWay Custom Software Development Eli Aschkenasy 2407 Allen Boulevard, Suite 2 Beachwood, Ohio 44122-1740 440-682-0202 www.themodularway.com</p>	<p>Zelek Hauling, Inc. Dumptruck Hauling - Aggregate & Asphalt Kelly Zelek 3163 State Route 150 Dillonvale, Ohio 43917-7871 740-769-7927</p>

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Do You Have These 10 Things on Your Business Website?

by Christina R. Metcalf

If you're a small business, you probably bootstrapped your website content, picking it up here and there, copying what you like from other sites (hopefully not word for word), and adding as you go. That's the way most small businesspeople do it unless you're lucky enough to know someone who offered their writing services or have it in your budget to have it written for you. But do you ever wonder if you have the type of content that will transform the casual web visitor into someone who buys?

Here are the components you need on your website to ensure more sales conversions. If you want more sales, you need these things:

- 1) **Keyword rich content.** You need people to find you, but you also want them to read your content. It takes finesse to write for humans and search engines. Make sure you have plenty of keywords in your text for SEO but that they work in a way that will also be appealing for your audience.
- 2) **Mention of where you are.** Your website can be seen all over the world and you're not the only "Columbus" out there. Somewhere you need to mention your area. This not only tells visitors if they can come take a look in person but also helps with SEO and local web referrals. Many businesses mention the surrounding areas in their content, not just in the footer.
- 3) **Call to action.** People are spending time with you. Give them a next step with a call to action. Make sure your CTA matches the page the visitor is on. "Learn more" linking to additional resources is a solid choice for introductory pages. "Work with us" is better for more in-depth content.
- 4) **Links to social media.** Most people won't continue to return to your website to interact with you, but they will check to see what you're doing on social media since they are already there. Include only the sites you are active on. There are no prizes for listing the most social media profiles.
- 5) **Things you're doing.** If you host events or are participating in a festival, make sure people know. Tell them where they can find you outside of your business.
- 6) **Your personality.** You don't want to look (and sound) like everyone else. Let your personality shine through in your content. Even if someone else is writing it for you, make them aware of what tone you want and give them examples.
- 7) **What your audience wants.** This may sound like broad advice, but good content reflects what your customers and potential customers want from you, whether that's information/education, entertainment, or inspiration. A hardware store, for instance, may find DIY project content gets a lot of engagement or visits than straight text, while a florist may find that an album of floral designs is its most visited area of the website. Experiment with different types of content and media to see what gets the most action.
- 8) **Internal and external links.** You want people to spend time on page, that means you want them to "hang out" on your website and get to know you. You do this by keeping them interested and giving them things to do. That's where internal links come in. Use them throughout your content to help visitors explore in-depth. High-ranking websites like industry or news sites can be beneficial, linking to your next-door neighbor, less so.
- 9) **Security.** Visitors want to feel safe. Talk to a cybersecurity person to find out not only how to achieve it, but what assurances you can give your audience that they are safe with you.
- 10) **Affiliations, awards, and testimonials.** If you are affiliated with any community groups (like the chamber) or have won awards, add them to your site. If people are saying amazing things about you or you have excellent reviews, post them. These things will all serve as a testament to your value and improve your trust rating among new visitors.

These things are just the beginning of what you need in a high conversion website. There's a lot more you can do but start off with these basics and you'll be setting yourself up for success.



KBOT FLASHBACK



10 Years Ago - May 2012

- ⊕ **David E. Culbertson**, President
- ⊕ The Board votes to begin work on an official web site for us.

15 Years Ago - May 2007

- ⊕ **Scott M. Smith**, President
- ⊕ The May lunch meeting had Four guest speakers talk about the future Kenmore Boulevard Redevelopment Project.

20 Years Ago - May 2002

- ⊕ **Jeff Scott**, President
- ⊕ Jim Conley of the Akron Police Department Crime Prevention Unit spoke at this May luncheon.

25 Years Ago - May 1997

- ⊕ **Rich Masterson**, President
- ⊕ Rebecca Wilson of the Akron-Summit County Public Library explained how 15 libraries will be rebuilt or renovated within the next 5 years, including the one on Kenmore Boulevard.

30 Years Ago - May 1992

- ⊕ **Mel Kent**, President
- ⊕ No information available.

35 Years Ago - May 1987

- ⊕ **Dennis Bloomer**, President
- ⊕ Five Kenmore High School students were given \$100 scholarships, raised from last year's 1st Annual 5K-10K Run.

40 Years Ago - May 1982

- ⊕ **Kermit Bair**, President
- ⊕ The KBOT Ladies Night was held May 20th at *Anthe's Restaurant* on Manchester Road.