

SMALL BUSINESS SUMMIT  
FOR ONLINE SUCCESS   
EXPERT ROUND TABLE

Presented by Cuppa SEO & Dane Buy Local

## *Your Action Steps for Success*

### **User Experience: Eric Olive, [decisiongenius.net](http://decisiongenius.net)**

1. Review your web site, web app, or mobile app. Identify one extraneous element for possible removal.
2. Conduct a drive-by usability test: Show your site, app, or product to an acquaintance who is **not** familiar with your business. Ask her to complete a task without your help. Observe. You might be surprised by how much you learn.
3. Please visit <http://summitbetterux.decisiongenius.net/> to learn more about improving your customers' user experience.

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### **Conversion: Keith Gilmore, [KeithGilmoreOnline.com](http://KeithGilmoreOnline.com)**

1. Create a quick win for your audience
2. Promote it above the fold & other pages (no slideshows)
3. Give it a distinct landing page
4. Have a thank you page
5. Have a confirmation page for upsell
6. Leads-to-Sales Conversion Training coming soon.
7. Sign up at [MORELEADSTOSALES.COM/SUMMIT](http://MORELEADSTOSALES.COM/SUMMIT) so you don't miss out!

### **Search Engine Optimization: Joey Donovan Guido, [cuppaseo.com](http://cuppaseo.com)**

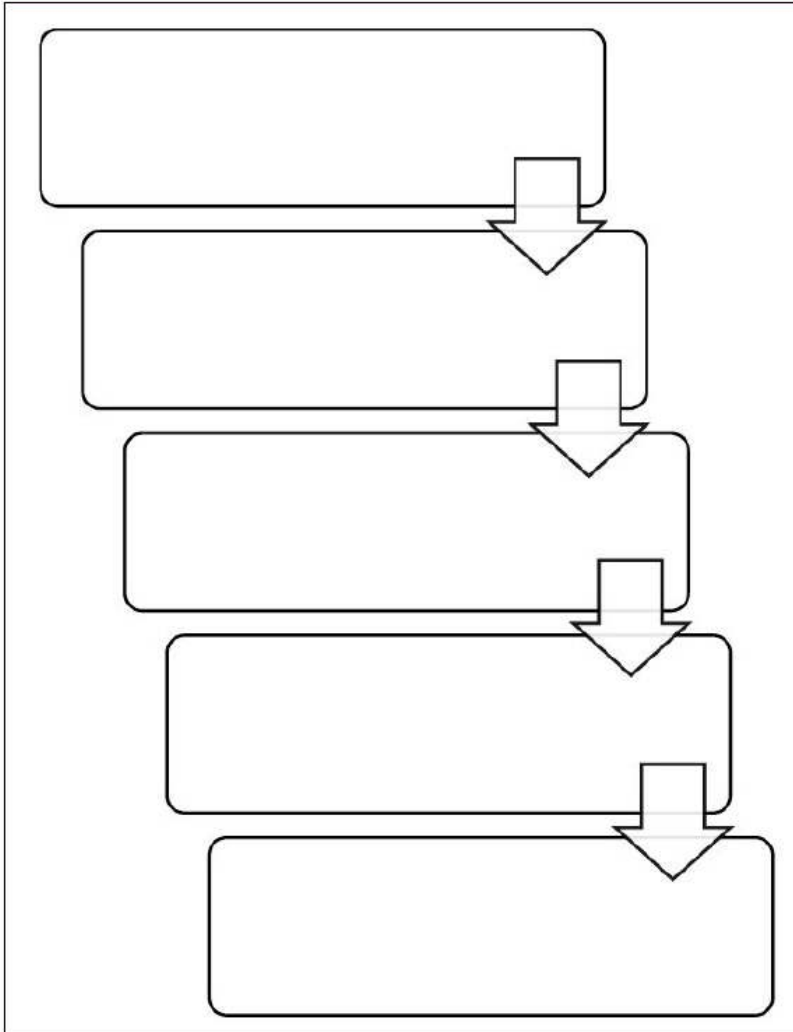
1. Assess your website's SEO in the six key areas
2. Review your content richness and relevance
3. Give it an honest grade — A through F

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Teaching-Based Marketing: Spencer Smith, [spencerxsmith.com](http://spencerxsmith.com)

Full article explaining this strategy-  
<http://bit.ly/sxs-cascading>

spencerXsmith  
CONSULTING



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**Blogging: Joey Donovan Guido, [cuppaseo.com](http://cuppaseo.com)**

1. Decide what you want to write about
2. Schedule a time to create your blog campaign for next month
3. Write at least 4 blog posts in July (post 1 per week)

**Podcasting: Nick Palkowski, [yourpodcastguru.com](http://yourpodcastguru.com)**

1. Text PodcastBlueprint to 33-444 or visit [YourPodcastGuru.com/PodcastBlueprint](http://YourPodcastGuru.com/PodcastBlueprint) to get my full Blueprint to podcasting.
2. Create a list of 10 frequently asked questions that your customers have and record a brief answer to each question. Post those answers on your website, social media, and send it out to your email list.

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**LinkedIn: Cathy Yerges, [BG3LLC.com](http://BG3LLC.com)**

1. Make sure your LinkedIn profile is 100% complete. Download our free guide at [www.BG3LLC.com/LinkedInTips](http://www.BG3LLC.com/LinkedInTips).
  2. Determine who you want to connect with on LinkedIn.
  3. Determine what you want to happen after you connect with someone new.
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