



January 22, 2018

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[Spotlight on Success – Ross Miller and the Illinois SBDC at Bradley University](#)

Ross Miller, an advisor at the Illinois Small Business Development Center at Bradley University, is one example of the quality work that centers in the Illinois SBDC network perform. The following is from David Harrison, an SBDC client that Ross worked with who wanted to recognize the wonderful assistance he received.

"I submitted a patent application in June 2017. At that time I started to think about what I would do if I actually obtain a patent. I asked myself questions like: Should I manufacture and / or distribute the product or should I license the Intellectual Property? Should I start a business to protect the Intellectual Property? How can I estimate manufacturing and supply chain costs? How can I clarify a potential market? How can I estimate a price point? What methods should I use to promote / sell either the product or the Intellectual Property? How can I find people and organizations that can help me?"

"I quickly realized that I don't have the experience or knowledge to answer these questions myself. I also realized that I am so naïve about business and commercialization issues that I don't even know what questions to ask or even where to start. I knew then that I needed help."

"When I started looking for help I became aware of Ross Miller and the Technology Commercialization organization. Since I first met Ross he has helped me address questions like those mentioned above and he has introduced me to many relevant and important issues that I hadn't considered. Additionally, Ross has introduced me to a network of people & businesses that have not only helped me decide what to do and how to do it, some are doing work for me now or will be doing work for me once I receive a positive Office Action from the PTO (Patent and Trademark Office)."

"It has always been a pleasure working with Ross. He is courteous, reliable, knowledgeable, professional and friendly. Perhaps what I appreciate most about Ross is that I genuinely feel that he is looking out for my best interests – he seems to want me to succeed. In my opinion there should be more professionals like Ross."

SBDC's In The News – Illinois SBDC at Southern Illinois University Edwardsville



Trenton Education Center hosts SBDC Day for the Metro East on Jan. 31

TRENTON — The Trenton Education Center, Kaskaskia College invites local and regional business owners and entrepreneurs to meet the staff of the Illinois Small Business Development Center (SBDC) for the Metro East at Southern Illinois University Edwardsville to participate in one-on-one counseling sessions. The event runs from 10 a.m.-2 p.m., Wednesday, Jan. 31 at Kaskaskia College Education Center at 520 E. Broadway in Trenton.

Metro East SBDC Director Jo Ann Di Maggio May finds these open house events as an effective way to connect with the local business community.

“We always enjoy SBDC Community Days, and appreciate Director Laura Vahlkamp Anderson and Trenton for serving as our host,” said Di Maggio May. “It takes a team effort to help small businesses survive and thrive. This is a great opportunity for entrepreneurs and business owners to discover the valuable business resources that the SBDC has to offer.”

SBDC staff will be available to talk confidentially with business owners and entrepreneurs on a range of topics including, but not limited to:

- Business financing
- Marketing assistance
- Social media strategy
- Business plans
- Expansion opportunities
- Buying and selling a business
- State and federal regulations
- Exporting and international trade

May read the full article at <http://ow.ly/y1QI30hRHn5>

Maximizing Neoserra – Advising Session Prior to Milestone

Clients must have at least one advising session prior to reporting any milestones. Milestones reported for clients without advising will be deleted or marked “Unreportable.” Milestones must be attributable to assistance received from an Illinois SBDC, ITC or PTAC.

Valued Resources –Guide for Conducting SEO Audit in WordPress



Search engine optimization or SEO in short, is a set of rules that can be followed by website (or blog) owners to optimize their websites for search engines and thus improve their search engine rankings. In addition, it is a great way to increase the quality of their web sites by making them user- friendly, faster and easier to navigate. In today’s competitive market, SEO is more important than ever. Search engines serve millions of users per day looking for answers to their questions or for solutions to their problems. If you have a web site, blog or online store, SEO can

help your business grow and meet the business objectives.

Search engine optimization is essential because:

- The majority of search engines users are more likely to click on one of the top 5 suggestions in the results pages, so to take advantage of this and gain visitors to your web site or customers to your online store you need to in the top positions.
- SEO is not only about search engines but good SEO practices improve the user experience and usability of a web site.
- Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the web site's trust.
- SEO is good for the social promotion of your web site. People who find your web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.
- SEO is important for the smooth running of a big web site. Web sites with more than one author can benefit from SEO in a direct and indirect way. Their direct benefit is increase in search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site.
- SEO can put you ahead of the competition. If two web sites are selling the same thing, the search engine optimized web site is more likely to have more customers and make more sales.

And we all were aware of the SEO.

How if you get to keep a check on your SEO's working efficiency such that you can improve it more? Here are some procedures/tools (SEO Audit) for assessing the search engine friendliness of your website.

For Performing SEO Audit there are two different ways. They are:

- Using SEO Audit Tools
- Manual Method

For details please read the blog: <https://wpnewsify.com/blog/conducting-seo-audit-wordpress/>

Network News and Moves – Kevin Kim – New CGBP

Please join us in recognizing the Illinois SBDC Network's newest Certified Global Business Professional (CGBP)! Kevin Kim, the International Trade Specialist at the Illinois SBDC – ITC at the College of Lake County has recently been informed that he passed the required examination to become a [NASBITE Certified Global Business Professional](#). Kevin, Congratulations on the receiving this very special certification ! ! !

Illinois PTAC and NASA Event

The Illinois PTAC, in partnership with NASA will be presenting the Midwest Aerospace Small Business Industry Day entitled *The Future is Now* on May 8, 2018 at the Federal Reserve Bank of Chicago. Please share the attached 'Save the Date' announcement with any interested small businesses and watch your email for more details.



NASA Event
Flier.pdf

HUBZone Orientation - Driving New Business To Social Media

The Historically Underutilized Business Zone (HUBZone) Program stimulates economic development and creates jobs in urban and rural communities by providing federal contracting assistance to small businesses. The SBA Illinois District Office will conduct a presentation covering registration in the System for Award Management (SAM) and the HUBZone Program.

For details visit SBA's HUBZone homepage at <http://www.sba.gov/hubzone>. Application for certification in the SBA HUBZone Program is available online.

LOCATION: US SMALL BUSINESS ADMINISTRATION
500 WEST MADISON STREET
SUITE 1150
CHICAGO, IL 60661

The event is held on MULTIPLE DATES. Encourage clients to select convenient date & register here: <https://www.eventbrite.com/e/hubzone-workshop-tickets-41955075761>

How To Drive New Business To Social Media

With help from digital marketing agency Blue Top Marketing, it's an opportunity for small business owners to learn basic strategies for capitalizing on social media and converting fans and followers to customers.

DATE : SAT, JANUARY 27, 2018
TIME : 10:00 AM - 12:00 PM CST
LOCATION : WEST CHICAGO AVENUE BRANCH, CHICAGO PUBLIC LIBRARY
4856 WEST CHICAGO AVENUE
CHICAGO, IL 60651

Spread the word & let clients get most of the event. To Register please click here: <https://www.eventbrite.com/e/how-to-drive-new-business-to-social-media-tickets-41852264249>

SBA Learning Center – Another Small Business Training Resource

How often do the small business owners turn to search engines for answers when questions come up? Are they informed of the handy access to a small business classroom that provided informed, accurate and always-available access to the advice and guidance they need? Modules at no-cost are just a click away: <https://www.sba.gov/tools/sba-learning-center/search/training>

America's SBDC Announcement - #SBDC Day Webinar Series

America's SBDC Marketing & Communications Committee is hosting 5 webinars to help SBDCs prepare and celebrate [SBDC Day on March 21, 2018](#). Be sure to register early as space is limited.

#1 SBDC Day Best Practice Share 1

Tuesday, January 23rd, 2018 @ 10 am EDT

Hello and welcome to the America's SBDC Marketing & Communications Committee first of 4 SBDC Day webinars! Today's webinar will focus on sharing past & current SBDC Day best practices.

[**Register Now**](#)

#2 SBDC Day Best Practice Share 2

January 25th, 2018 @ 1 pm EDT

Hello and welcome to the America's SBDC Marketing & Communications Committee SBDC Day webinar series! Today's webinar will focus on sharing past & current SBDC Day best practices.

[**Register Now**](#)

#3 SBDC Day Toolkit

Tuesday, February 6th, 2018 @ 2 pm EDT

Hello and welcome to the America's SBDC Marketing & Communications Committee's SBDC Day webinar series! Today's webinar will focus on reviewing the 2018 SBDC Day Toolkit provided by America's SBDC to help all SBDCs across the network with their SBDC Day promotions.

[**Register Now**](#)

#4 How to Make the Most of the SBDC Day Email Marketing Templates

Co-host Constant Contact

Wednesday, February 21, 2018 @ 2 pm EDT

Hello and welcome to the America's SBDC Marketing & Communications Committee's SBDC Day webinar series! Today's webinar will focus on the email marketing templates Constant Contact so generously dropped into all requested SBDC accounts. Learn how to best utilize the templates and Constant Contact's platform to maximize your marketing results.

[Register Now](#)

#5 Special Edition SBDC Day Webinar
Hosted by Constant Contact

Wednesday, March 21, 2018 @ 2 pm EDT

This webinar will be public and is designed for SBDCs to share with their networks, stakeholders and clients as a special edition educational webinar by Constant Contact. The webinar will be in line with our theme for SBDC Day, "Celebrating America's dreamers, innovators and doers - America's small businesses." Details and registration links will be provided at a later date.

Every member of the Illinois SBDC Network is strongly encouraged to take part in the webinars and proactively participate in the [America's SBDC 2018 #SBDC DAY](#).



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