

Business Optimization



Did you know...

not responding to reviews negatively impacts your search engine optimization (SEO)?

Using tools like Google My Business to respond to each review you receive will help your website rank higher on Google when users search for goods or services in your industry or in your geographic location.

Next Steps... what do I do now?!

Sign up for a tool like Google My Business to:

- allow customers to have your info at their fingertips*
- make your business more visible when users search for companies "near me"*
- review website analytics and traffic*
- manage & respond to customer reviews*



**Questions?... Contact:
marketing@esvachamber.org**

Upcoming Events

Business Resiliency & Customer Service TrainingMay 18 & 19, 2021

*To be placed on the waiting list,
email: jsteelman@a-npdc.org*

A Closer Look at Business Resiliency.....Fall 2021

*To be placed on the waiting list,
email:*

joanne@chincoteaguechamber.com

Quick Resources



To learn more about the Ready, Set, Go Taskforce, sign up to hear from the organizations below:

[Eastern Shore Chamber of Commerce](#)

[Chincoteague Chamber of Commerce](#)

[A-NPDC](#)

[Eastern Shore Tourism Commission](#)

Presented by the Ready, Set, Go Taskforce



Moving Forward from a Pandemic



Did you know...

The ESVA business community is teaming up to push for business continuity & business resiliency practices to keep moving forward past the covid-19 pandemic.

The A-NPDC & partners are developing an annual Comprehensive Economic Development Strategy (CEDS). CEDS addresses industry challenges, solutions, and resiliency practices!

Next Steps... what do I do now?!

Stay informed with the latest news! Subscribe to newsletters and access websites for new and updated information from: A-NPDC, ESVA Chamber, Chincoteague Chamber & Visitors Center, Eastern Shore Tourism Commission, Small Business Administration (SBA), Virginia Department of Housing and Community Development, GO-Virginia, & USDA.

Attend business assistance related webinars to learn about new financial aid information new business-related resiliency practices.



*Questions?... Contact:
labogabir@a-npdc.org*

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Quick Resources

Access available ESVA Financial Assistance Opportunities Document, [Click Here.](#)



Subscribe to newsletters and find more information!

[A-NPDC](#)

[USDA](#)

[GO-Virginia](#)

[ESVA Chamber](#)

[Chincoteague Chamber of Commerce and Visitor's Center for Information](#)

[Eastern Shore Tourism Commission](#)

[Small Business Administration \(SBA\)](#)

[Virginia Department of Housing and Community Development](#)

Presented by the Ready, Set, Go Taskforce



How to Host a Facebook Live Event



Did you know...

Facebook Live Videos:

- Encourage engagement to your page
- Save time vs. pre-recorded videos
- Are cost-effective – they are FREE
- Create a sense of community
- Can target a specific audience
- Encourage traffic to & interaction on your Page
- Makes viewer feel part of moment

Next Steps... what do I do now?!

- Promote going Live ahead of time
- From Facebook News Feed, press Go Live option (camcorder icon)
- Write a video description & tag location
- Select privacy settings
- Add Facebook Live filter/lens/doodle
- Press the "Start Live Video" button
- Engage audience after video ends



Questions?... Contact:

joanne@chincoteaguechamber.com

757-336-6161

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Quick Resources

How do I go Live on Facebook?

www.facebook.com/help/1636872026560015

Tips for using Facebook Live

www.facebook.com/formedia/blog/tips-for-using-live

Presented by the Ready, Set, Go Taskforce



How to Pin a Post on Facebook



Did you know...

A pinned post is a status update that is manually selected to stay at the top of a Facebook Timeline.

This post will not slip down the Timeline as other posts are added to the page.

Post can be un-pinned when no longer needed as first viewed post on page.

Next Steps... what do I do now?!

- Click three dots in upper-right corner of status update*
- Choose "Pin To Top of Page" from drop-down menu*
- To unpin a post, click three dots in upper-right corner of status update*
- Choose "Unpin From Top of Page" from drop-down menu*



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Pinning a highly engaging post to the top of a Facebook Page increases visibility & the chance of someone interacting with the content.

How do I pin a post to the top of my Facebook Page's timeline?

www.facebook.com/help/235598533193464

Presented by the Ready, Set, Go Taskforce



eCommerce Reference Guide



Did you know...

- eCommerce simply refers to using the internet for business transactions.*
- 71% of businesses generate up to 50% of their revenue through digital commerce channels. (Gartner Research)*
- Less than half of companies use custom built eCommerce applications.*

Next Steps... what do I do now?!

- Do your research to make sure you understand how to make eCommerce work for you; there is no “Staples Easy Button.”*
- Revisit your business plan and update to accommodate eCommerce.*



Questions?... Contact:

*Scott Hall,
Workforce and Business Solutions Officer,
ESCC
757-789-1752 / shall@es.vccs.edu*

Upcoming Events

- ESCC Fall Registration.....now through August 20*
- ESCC Fall Semester.....begins August 23*



Quick Resources

Where do I go to learn about available business and IT classes at ESCC?

catalog.es.vccs.edu/

Where can I learn how to build and maintain my business website?

<https://www.ed2go.com/es/online-courses/learn-wordpress/>

Where can I learn more about eCommerce?

[The Basics of Ecommerce \(thebalancesmb.com\)](http://thebalancesmb.com)

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