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Turn **SMALL TALK** into **BIG BUSINESS**: **NAWBO's** great **NETWORKING** "Fun"draiser!

WHEN? Wednesday, May 16, 2012 • 5:30 to 8:00 p.m.
WHERE? The Park Club • 4949 Sheridan Drive, Williamsville NY 14221
COST? \$50 per person (includes free ticket for iPad prize drawing)
RSVP? by May 10, 2012 • www.nawbowny.org

Why do so many women struggle with the concept of **networking and self-promotion**? • We feel comfortable promoting others but when it comes to **our own business and achievements** it's an entirely different story. • This "how-to" event will offer you the **ins and outs of effective networking** and the chance to hone your new skills with **interactive mini-modules**. • Pick up tips you can use right away!

• We'll serve up a light buffet with cash bar. • Plus lots of extras: **each participant receives a takeaway card of networking tips**, plenty of opportunities to bid on great gift baskets, and **the chance to win our iPad prize drawing!** • Proceeds of this fundraiser will benefit the NAWBO Buffalo Niagara Chapter's leadership training for women entrepreneurs and our women's scholarship fund. •

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articles

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NAWBO Buffalo Niagara Mission

NAWBO Buffalo Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.

welcome new members!

Amy Christieson

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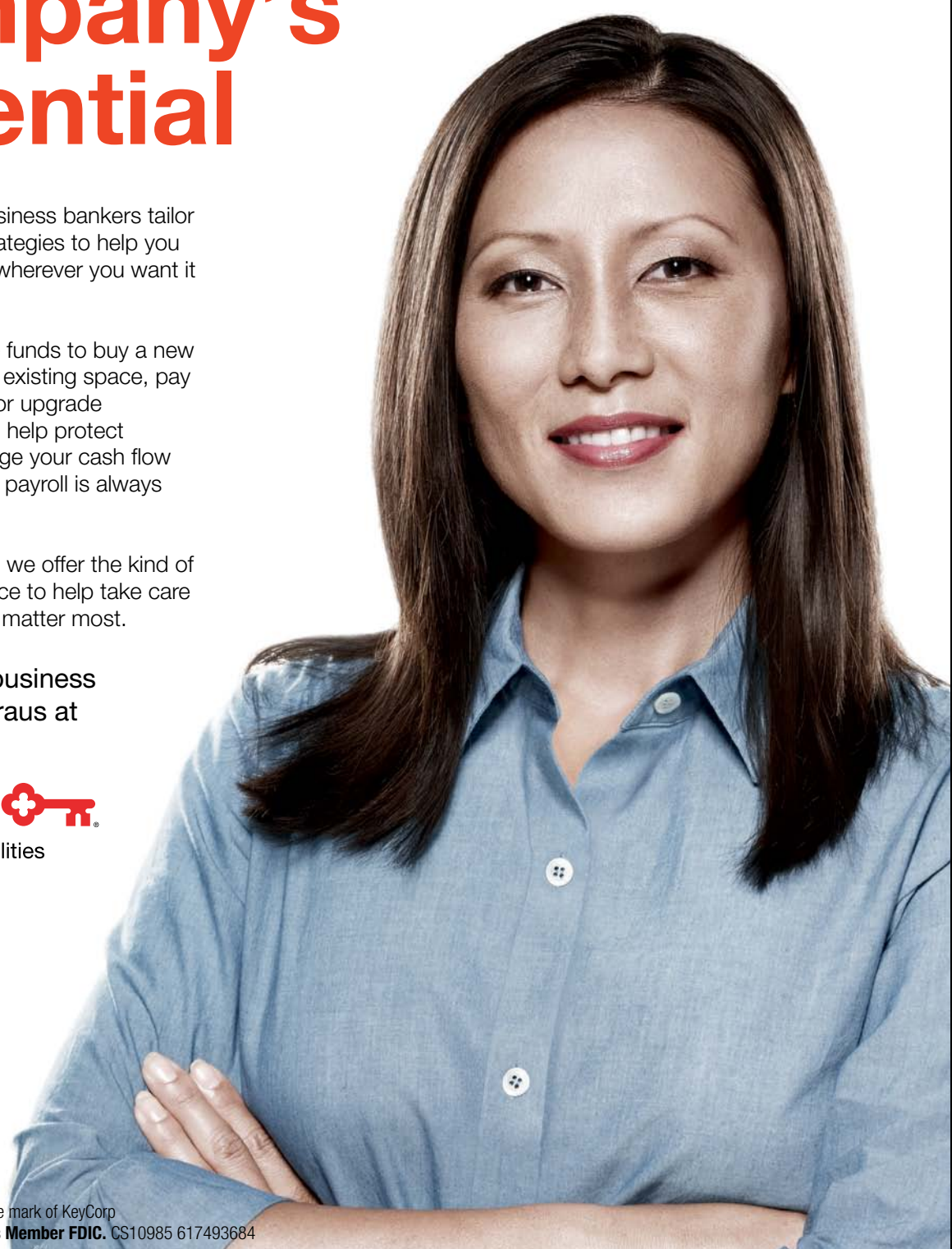
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2012 program

Program is subject to change

Location Salvatore's Italian Gardens Restaurant
6461 Transit Road • Depew NY 14043

Time 5:30 p.m. Networking
6:00 p.m. Dinner

Cost \$30 member • \$ 40 guest

RSVP Cancellations 48 hrs in advance.

make your dinner reservation online at: www.nawbowny.org

Please include your full name, telephone number, dinner choice, and if a guest, the name of the NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: NAWBO, P.O. Box 1165, Orchard Park NY 14127.

We now accept paypal: log onto our website and follow the prompts for payment.

Questions? – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or nawbowny@gmail.com.

Please RSVP by 3:00 p.m. on the Friday the week before the Wednesday night meeting

may 16, 2012

Turn SMALL TALK into BIG BUSINESS: NAWBO's great NETWORKING "Fun"draiser!

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june 13, 2012

Women in Leadership Recognition Dinner

NAWBO Buffalo Niagara has partnered with WKBW-TV to showcase successful local women business owners. Join Joanna Pasceri, Channel 7 news anchor, as we honor 12 Western New York women who have succeeded in the business and charitable arenas and have inspired others to follow in their path. Help chart the chapter's future path with the induction of our officers and board.

nawbo buffalo niagara

NAWBO Buffalo

Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.

nawbo

The National Association of Women Business Owners propels women entrepreneurs into economic, social, and political spheres of power worldwide by:

- **Strengthening** the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- **Creating** innovative and effective changes in the business culture
- **Building** strategic alliances, coalitions, and affiliations
- **Transforming** public policy and influencing opinion makers

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¹According to statistics released by the U.S. Small Business Administration (SBA) for total approved loans through the SBA's 7(a) lending program during the federal fiscal year ending 9/30/2010. ©2011 M&T Bank. Member FDIC.

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articles

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member news

Join us as the chapter honors NAWBO Buffalo Niagara member **Ramona Gallagher** at the **Small Business Week Awards Luncheon** on **Wednesday, May 9, 2012**. Ramona will be receiving the chapter's Member of the Year award!

The luncheon will be held at the Buffalo Niagara Convention Center, 153 Franklin Street in Buffalo from 12:30 to 2:00 p.m.

Have you caught NAWBO member **Nancy DeTine's** blog? Go to <http://righteousgrammar.wordpress.com/> for some grammar tips offered in a wry tone. Keep fighting the good fight Nancy!

women in leadership

Showcasing Professional Women's Accomplishments

SANDRA YEATER, TONAWANDA PEDIATRICS

Honoree for April 2012.

Sandra Yeater has had a long career in healthcare management and has brought tremendous growth since taking over the reigns at Tonawanda Pediatrics. As Executive Director of Tonawanda Pediatrics, she's in charge of 16 doctors, 9 nurse practitioners, and the 18,000 kids who are in their care.

Tonawanda Pediatrics has grown 40% since Sandra came on board, taking in about a thousand new babies a year. She focuses on quality care and accessibility. There's plenty of work for Sandra, but she also makes time to mentor others for leadership positions. Her best advice: work hard and do the right thing.



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bits & bytes

Search Engine Optimization Basics

by Renee Cerullo

The one thing everyone always wants to know is "How I can be #1 in Google? What can I do to guarantee this?" The truth is no one can guarantee this. Google along with other search engines change their algorithms often to prevent anyone from monopolizing that spot and from anyone figuring out the algorithm. With that said there are many things you can do to help bring your web site to the first page of the search results. This is something you regularly need to be looking at and addressing.

Internal Influences

- Web Page Coding – It does matter how your pages look behind the scenes. They must be coded to Web Standards in order for search engines to read them easily and properly. Badly coded pages will cause search engines to ignore them. Make sure your web designer is coding to W3C standards.

- Page Title – This is the title that appears at the top of your browser window and when you bookmark a page. This title should contain your company and additional keywords.

- Page Name – This is the actual name of the files/pages on your web site. Make sure they contain keywords and are easily understandable. Don't use abbreviations – think human readable.

- Content Headings – These are the titles of sections within the body of your content. They should be done using heading tags – H1, H2, etc. Search engines see these tags as more important and rate them higher when ranking your site.

- Images – When you insert an image you have the option of entering ALT text. You should always enter text that describes the image and has keywords. Not only do search engines look at these ALT tags but people with visual impairments will be read these ALT tags. It is very important to make them descriptive.

- Domain Name – Your domain name can be more than just your company name or you can have multiple domain names. You can have your company domain name but then choose at least one other that is more descriptive about what you do or provide and that contains those important keywords.

- Content – This is the most important. When you are writing text for your web site think about what keywords you want to make sure your site comes up for. These keywords have to appear in your text and in the other categories mentioned above. The more times they appear the higher the ranking in search engines.

- Links – If you have words that represent pages in your site they should be linked to those pages.

External Influences

- Links – It is important that other sites in your industry/topic link to your site. Having your site listed in random directory sites is not helpful. It has to be linked from a site that is somehow related to your industry/topic.

- How often people who get your page in their search results click on the link to your page.

- Links from popular pages that link to your page are essentially votes that your site is relevant to the search topic.

- Links from high-ranking pages are the most important factor in determining rank, but overall volume counts too.

- Social Media – If you have a Facebook Fan Page or a public personal profile your content will be indexed by search engines. The more times you post and your posts contain those important keywords, your search engine ranking will go up. Same goes with Twitter.

Search engines are your biggest blind user of your site. There are many things search engines cannot see. Some are: Text displayed with a graphic; flash animations; mostly graphical pages; image maps; and navigation done with graphics or JavaScript.

Search engine optimization is not an easy task and needs to be updated frequently. There are tools out there to help you take on this task. Google has many free tools out there.

Google Analytics – <http://www.google.com/analytics/>

Google Webmaster Tools – <http://www.google.com/webmasters/>

You can contact chapter member and Web developer, Renee Cerullo at Cerullo@RLComputing.com or RLComputing.com.