

## TOPIC

### *Increase Website Profitability on a Shoestring Budget*



## BENEFITS

Most web design firms demand thousands of dollars to educate and implement these same concepts. With years of technology experience, JJ shares easy and affordable tips to improve any website. She understands that most small businesses have limited budgets and need affordable, do-it yourself solutions that positively impact the business NOW.

This presentation outlines over 25 easy to use, “how to” informational and applicable tools that will enhance any website. You will walk away with tangible resources to:

- Find a name that make the most of your marketing budget
- Plan, design, host and launch a profitable website
- Hire affordable and effective technology resources
- Implement a Content Management System
- Categorize key words and search terms
- Share links to increase your website traffic
- Persuade others to visit your website
- Identify creative content
- Track visitors and interest
- Apply for awards and recognition

## OVERVIEW



Throughout this session, you will learn what took us several projects to discover. You will learn how to locate and utilize these resources that have allowed TechStudents.net to attract over 3000 visitors a week. You will learn tricks that will maximize your budget while increasing your impact.

With 12 years of technology experience, JJ DiGeronimo shares online technology resources that can immediately improve any small business. One resource she could not find was affordable technology assistance, so she created TechStudents.net. This website connects small businesses seeking affordable technology assistance with tech-savvy college students nationwide. With over 280 colleges, universities, and vocational schools represented, it is easy to locate a tech student interested in assisting with most small businesses’ technical needs.

TechStudents.net has been featured in national and regional publications and online media, including Entrepreneur Magazine, Fast Company’s WeBlog, Ladies Who Launch, Women Entrepreneurs in Science and Technology, and Innovation Philadelphia.