



News Release
Oct. 20, 2017
For Immediate Release

Area Business Owners learn about Get Your Business Online Program

About 75 small business owners got a chance to learn how to grow their businesses online during a 2-hour training session in Williston recently.

Pamela Starr, a trainer for Google's Get Your Business Online program, shared techniques, tips and advice for attendees. She said the key to capturing potential new customers is being there for them when they have a so-called "moment," for example, when they break their hair dryer and need a replacement.

"When they have a moment, they pull out their smart phone, and you need to make sure you are there for them," said Starr.

Starr walked through the steps necessary to improve your organization's online presence via Google and Youtube, the top two search engines; from creating a website, attracting good reviews, dealing with negative reviews and making youtube videos.

Starr said one of the keys to success is making sure your website's information (store hours, location, etc.) is up to date.

"Businesses that have an up to date listing appear more reputable," she said. "The customers believe they have their act together."

Starr travels across the US to help small businesses succeed. She said learning advanced digital tools is necessary today. One of the newest ways to reach potential and current customers is via Google Messaging.

"When people are in a moment, they have a problem, they message you, and you respond right away," she said. "People are addicted to their smart phones... it's a great feature you can implement."

The Get Your Business Online seminar was sponsored by the Small Business Development Center, Williston Area Chamber of Commerce and Williston Economic Development.

Starr provided another workshop during the Economic Development Association of North Dakota Fall Conference.

Free online tutorials are available at Get Your Business Online with Google.