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XEDC Update

October, 2010

Issue: 18



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Workshop & Event Schedule

How to Do Business With the Government

Tuesday, November 9, 6:00-8:30pm
Millennium Centre Boardroom, StFX Campus
No charge, advance registration required

Responding to Government Tenders & RFPs

Wednesday, November 24, 6:00-8:30pm,
Millennium Centre Boardroom, StFX campus,
No charge, advance registration require

Registration is required for all workshops. To register, or for more information contact Jackie at xedc@sfx.ca, or call 867-5543.

Small Business Networking Group

Meets the last Monday of each month at the Antigonish Career Resource Centre (ACRC), from 8:30 - 10:00am.
For future events check www.xedc.ca/events.php

Announcements

Global Entrepreneurship Week - Between November 15-21, 2010, GEW events and activities will connect millions of people, including young adults, students, entrepreneurial experts, policy-makers, educators and politicians with a goal of unleashing ideas, exposing young people to entrepreneurship and becoming agents of change in their communities, cities and countries.

GEW Canada was awarded the 2009 "Country of the Year" award for its efforts in organizing the 2009 campaign, and we're looking to make this year even better!

Watch for a special XEDC News Flash later this month with information about what's happening locally in support of Global Entrepreneurship Week.



Hillier's Autobody

In This Issue

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How is Your Website Performing Part II

Last month we looked at Bounce Rate, Views Unique & Repeat Visitors, and Length of Visit as ways to gauge the effectiveness of your website.

Here are some additional metrics that might also apply.

1. Clicks/Downloads

If you offer downloadable content, it's important to track how often that content is downloaded. This will help you determine what type of information your market considers valuable.

2. Registrations

Registrations and subscriptions (eg. newsletter sign-ups) are a sign that people find value in the content you're producing so monitoring them makes good sense

3. Comments/Feedback

Comments are a great way



Hillier's Autobody, located just outside Antigonish in North Grant, is owned and operated by David Hillier. A long-time auto body technician David recognized after working for several body shops around the area that he had the opportunity to branch out on his own to provide his own auto body repairs and service that specializes in antique car/truck restoration.

Unless you are one of the rare consumers that sell or trade your vehicle every two or three years, chances are you will need an auto body mechanic some time during the life of your vehicle. Hillier's Autobody can handle all of your auto body repair needs, from accident repairs to the restoration of an antique automobile you can be assured that the job will be done right the first time.

So whether it is repairing a ding from an unexpected encounter with a shopping cart, or repairing rocker panels to pass your motor vehicle inspection Hillier's Autobody can accommodate any of your needs. You can find Hillier's Autobody at 1963 Highway 245 in North Grant, and you can reach David by phone at (902) 863-0816

Urban Vendor

A.J Macquarrie is a third year Political Science Student at StFX and the CEO and Co-Founder of Urban Vendor, a healthy vending company.

In May of 2010, A.J Macquarrie was approved for a loan through Northern Opportunities for Businesses Limited (NOBL) to launch his business venture. Urban Vendor is a healthy vending company service in Halifax that provides healthy products such as fair trade organic milk chocolate bars and organic energy drinks.



Urban Vendor Refreshment Centres are located in the Delta Halifax, Discovery Centre, Future Inns, and the Centre for Arts and Technology. For more information on Urban Vendor visit their website at www.UrbanVendor.ca or call 1-800-450-1276.

to track response to your content, and they offer you insight into what your community is interested in learning more about, what questions they have, and where they believe you, as an organization, can and do fill in the knowledge gaps.

4. Inbound Links

Inbound links are a direct indicator that people are reading and thinking about your content, so you know whether it is grabbing the attention of the right audience.

Track how your website performs so it can help keep your business on track.



XEDC - 54 St. Mary's St.
Antigonish, NS

Contact us today if you have questions about starting or growing your business.

**xedc@stfx.ca or
867-5543**

Program of the Month: Business Energy Rebates

This month - even more ways for small business owners to save money. The NS Power Business Energy Rebates program allows you to find cost-effective ways to reduce electricity use at your business...to save you money.

**NOVA SCOTIA
POWER**
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Financial rebates are available for a variety of eligible products from lighting to heating and cooling equipment. rebates of up to \$2,000 require no pre-approval. For more information visit

POWER

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nspower.ca/businessenergyrebates

The Small Business Lighting Solutions program is offered by Nova Scotia Power, and Emera Company, in support of efforts to reduce energy consumption across Nova Scotia

More Resources for Small Business

www.xedc.ca

<http://SmallBusinessNews.xedc.ca>

www.xedc.ca/elearning

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