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XEDC Update

September, 2010

Issue: 17



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Workshop & Event Schedule

Total Sales Series with Debbie Lawrence

Wednesday evenings, October 6-27, 6:00-8:30pm
Antigonish Career Resource Centre, Fee (for the series) \$100

Oct 18-22 Small Business Week Activities

Tax Strategies for Small Business - Debbie Peverill

Oct. 19th, 6:00-8:30pm, Millennium Centre, Free

Talkitout™ - Explore Presentation Skills with Halina St. James

Oct. 20th, 5:30-8:30pm, Millennium Centre, \$20 (includes dinner)

Standing in Your Light with Debbie Lawrence

Women Entrepreneurs Luncheon at the Greenway Claymore Inn
Oct. 22nd, 11:30am-1:00pm, \$20 dollars (includes lunch)

Small Business Networking Group

Meets the last Monday of each month at the Antigonish Career Resource Centre (ACRC), from 8:30 - 10:00am.

To register, or for more information contact us at xedc@stfx.ca, or call 867-5543. For future events check www.xedc.ca/events.php

Announcements

It's a Boy! - Congratulations to Mark, Lisa and Haley van de Wiel on the arrival of their new baby boy Adam!

October 17-23, Small Business Week pays tribute to the important contribution small businesses make to the community.

For more information about this year's small business week activities, please email xedc@stfx.ca. call 867-5543 or visit our events calendar www.xedc.ca/events.php

**POWER UP
YOUR BUSINESS**
INVEST. INNOVATE. GROW.

Steve Mac's Chimney Cleaning Services

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How is Your Website Performing Part I

It is important that a small business owner with a website keeps track of its effectiveness.

Here are some common metrics to help you gauge how your website is performing.

You can track all of them through [Google Analytics](#).

1. Bounce rate

How many people arrive at your website and leave right away?

This metric tells you whether you are attracting the right traffic to your website - did visitors find what they were looking for?

2. Views

One of the simplest measures of website performance is Views.

This metric tells you how many pages on your site are being viewed and on

With winter closing in, it is time to start thinking about getting your home ready for the cold weather. If you burn wood, or have an oil/pellet stove having it cleaned and maintained on an annual basis is a way to ensure it is safe and working to maximum efficiency. Steve MacKenzie has the experience to make sure the job is done right the first time.

As a former Energy sales consultant with Central Home Improvement Warehouse for over 16 years, Steve has extensive knowledge about the heating solution that is right for your home. Steve Mac's Chimney Services offers: chimney cleaning, wood/pellet stove installation, steel liner installation and stove inspections through the Antigonish and Guysborough areas.

Steve MacKenzie is certified as a Wood Energy Technology Transfer (WETT) technician so you can be assured that the services he provides are in compliance with all insurance and industry regulations. For your annual chimney cleaning call Steve at (902) 870-0200.



Scope Digital Media



Scope Digital Media on a Video Shoot

Warren Robertson, owner of Scope Digital Media, has a diploma in Digital Media Design from Mackenzie College, one of Atlantic Canada's top private Art and Design schools. Scope Digital Media is based in Antigonish, Nova Scotia.

Since 2002 Scope Digital Media has been making it's mark across Canada, from Victoria, BC, as far north as Yellowknife, and east to Newfoundland. Initially started as a small home operated design business that also specialized in wedding videography, Scope Digital Media has since worked on some amazing projects and made lasting friendships internationally. Some recent projects include "Rock and Ice Ultra", "Sounds Delicious", and "Road to Black Avon".

Venture around the new website at www.scopedigitalmedia.ca to read up on current productions and see the full range of multimedia services Scope Digital Media offers under one umbrella. Email info@scopedigitalmedia.ca or call (902) 318-0567 for more information.

which pages visitors land.

3. Unique & Repeat Visits

Tracking unique and repeat visits can tell you:

- if your marketing efforts are actually driving traffic to your Website
- if your content is valuable enough to bring people back.

4. Length of Visits

How much time are visitors spending on your site, or on a particular page?

This metric will help you gauge whether your website content is worth perusing and which areas of the site grab the most interest.

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: Small Business Lighting Solutions

Did you know that lighting could account for more than 50% of your power bill? Switching from traditional lights to more efficient technology could save energy every month. The Small Business Lighting Solutions program makes it easy to save energy and money.



It all starts with a free onsite assessment to determine how you can save and ends with the installation of new, energy efficient lighting. NS Power looks after all arrangements (assessment, materials, electrical contractor and disposal of old materials).

Best of all, NS Power covers 80% of the total cost. And, on approved credit, you can pay your 20% (at 0% interest) over a period of up to 2 years.

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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StFX Enterprise Development Centre**

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