

# Freshening Up Your Small Business for Fall

By Paul Lester

Summer is nearly over, signaling the start of school for students and teachers and the end of the fiscal year for the federal government and businesses throughout the country. This change of seasons is also a good opportunity to take a break from the frantic day-to-day grind and find new ways to reboot your small business. Let's call it a bit of spring cleaning for fall.

Here are just a few ways you can tidy up your business and improve operations:

## Refresh your website and social media channels

Analyze your website metrics to identify how pages are performing. If high priority areas such as online shops or product listing pages are not generating a lot of web traffic or repeat visitors, you may need to make a few changes.

For instance, if few visits come from search engines, update your site content and HTML coding to include more frequently used and relevant terms. This will help improve your site's search engine

ranking, increasing the likelihood potential customers will find your products and services. Diagnose the landing pages to see how users are interacting with content. If the average time spent on important pages is low, consider doing some usability testing to find ways to improve the user experience such as changing the layout or design of your website.

Also, monitor social media metrics to see what your online audience is interested in and track what is being said about your products. Engage with existing and future customers on social media by answering any questions they may have. This is a great way to show off your customer service skills, build your brand, and grow your customer base. In addition, explore targeted advertising on social media channels to see if it makes strategic and economic sense for your business.

## Boost up bookkeeping

The tail end of the fiscal year is also a good time to get your financial house in order. Review your transactions and make sure there are no outstanding incoming or outgoing payments. Make sure you have all the necessary paperwork



and receipts for tax-filing season. Update your cash flow statements and see if there are any opportunities to increase profit margins such as working with wholesalers to get better deals on products, shopping around for more affordable

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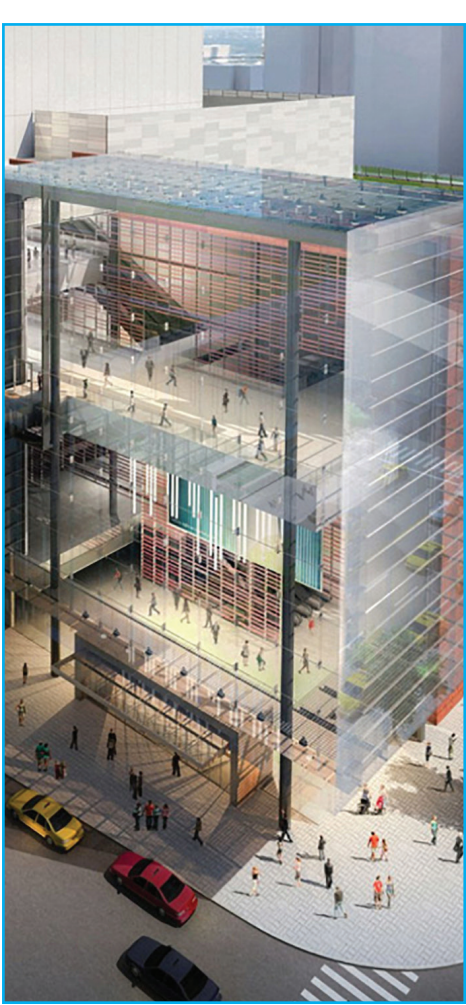
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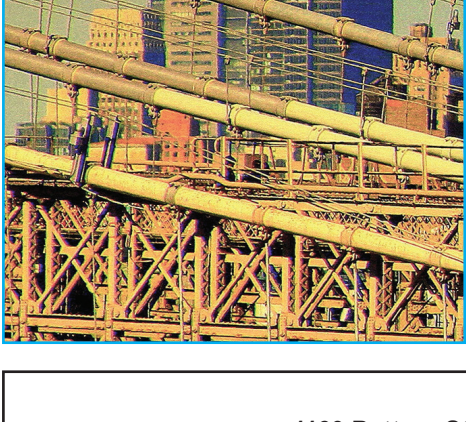
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JFK Expressway to Van Wyck Expressway Westbound Connector and Agreement to Perform Landscape Maintenance

PANYNJ No. JFK-174.115.C011, Work Order 122

Bid Date: September 12, 2023

Description of Project:

Work consists of removal of full depth asphalt concrete, mill and overlay asphalt concrete, sidewalk removals and installation of concrete sidewalks, Portland cement reinforced concrete and subgrade, furnishing and installation of asphalt concrete pavement, removal of existing pavement markings, pile driving, concrete pile caps, columns, piers, deck, barrier, drainage, utilities, structural steel, building new traffic signal intersection, traffic signal modifications, overhead sign structures, ground mounted signs, roadway lighting, ITS, landscaping, pavement markings and retaining walls located at John F. Kennedy International Airport between JFK Expressway and Van Wyck Expressway.

Many bidding opportunities available: electrical, landscaping, paving, curbs and sidewalk, bridge drainage, utilities, line striping, architectural work, asbestos and lead abatement, reinforcing steel, fencing and guardrail, instrumentation and monitoring.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

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ADA Upgrades and Circulation Improvements at Broadway Complex Project

MTA Construction and Development Contract No. A37130

Bid Date: October 4, 2023

Description of project:

Work includes the design and construction for Americans with Disabilities Act (ADA) improvements at the Broadway Junction Station in Brooklyn, including elevator installation, escalator replacement, and ADA path-of-travel improvements. The project will consist of upgrading the existing communications, fire alarm, and mechanical, electrical, and plumbing (MEP) systems as necessary, while also making the station fully ADA accessible.

Many bidding opportunities are available: elevator/escalator subcontractors, elevator/escalator maintainers, electricians, plumbers, HVAC subcontractors, architectural finish subcontractors, rebar installers, structural steel installation, miscellaneous metals installation, concrete suppliers, site work, utility work.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

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More Details to Come!





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COMPANY PROFILE

Edwards Unlimited is an award-winning media production and leadership development business enterprise. Our company is dedicated to helping corporations, entrepreneurs and non-profit organizations celebrate their successes and share their vision with the world through high quality video production, media/ presentation training and strategic communications. President & CEO Janice Edwards is an award-winning talk show host, Emmy-nominated producer, co-author of the international best-seller *Step Into Your Brilliance*, an in-demand MC, and an acclaimed contributor to community empowerment through her media work.

SERVICES WE PROVIDE


- Media Coaching and Training
- Leadership Development
- Strategic Communications
- Signature Talk & Keynote Speaking Training
- Media Production
- Writing
- Legacy Interviews
- Marketing
- Social Media Management

LEGACY INTERVIEWS

- Edwards Unlimited Legacy Interviews are 1080p or 4K video and/or audio recording with transcripts capturing family treasures as living historical documents.
- These interviews provide ideal content for books, documentaries, TedX talks or for sharing with generations to gain a better understanding of their lineage. They can be created anywhere in the world with strong internet connection. Janice Edwards has conducted more than 12,000 interviews throughout her stellar career.
- These legacy interviews have created joy and happiness among family members and friends. They become a living record for loved ones in the future.

NORTHEAST EVENTS FOR YOUR BUSINESS

2023



8(a) Orientation and SAM Registration Webinar  
Wednesday, September 20, 2023, 10:30 am–11:30 am  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: SBA Illinois District Office, 312-353-4528, [illinois.do@sba.gov](mailto:illinois.do@sba.gov)  
Fee: Free; registration required  
Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, visit <https://www.eventbrite.com/e/8a-orientation-sam-registration-tickets-518989961947>

world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

SBAS and SOS Monthly Webinar  
Thursday, October 5, 2023, 9:00 am–11:00 am  
Online  
Main Sponsor(s): US Small Business Administration, Miguel Moralez, 603-225-1601, [miguel.moralez@sba.gov](mailto:miguel.moralez@sba.gov)  
Fee: Free; registration required  
Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. <https://www.eventbrite.com/e/secretary-of-state-quick-start-and-small-business-administration-programs-tickets-262004180557>

Selling to the Federal Government Webinar  
Thursday, September 28, 2023, 1:00 pm–4:00 pm  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: George Tapia, 610-382-3086, [george.tapia@sba.gov](mailto:george.tapia@sba.gov)  
Fee: Free; registration required  
Did you know that the federal government is the largest purchaser of goods and services in the