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December 20, 2013

## Hello

It's hard to believe this is the last newsletter of 2013. The WBN Board is excited about the amazing program lined up for 2014, including Betsy McGregor, Joe Roberts, Anastasia Valentine and Monique Howat, just to name a few. Visit the [Program](#) page of our website for details.

Half-year memberships are still available for anyone who wants to hear these great speakers. To join, visit the [Membership](#) page of our website.

**In this issue** you will find pictures from our Christmas event, some details about January's speaker and Spotlight host, as well as a feature article by Carrie Wakeford outlining steps for assessing and improving your website's SEO.

Feel free to scroll through the newsletter or you can use the "In This Issue" menu to the right to jump to a specific area.

## President's Message

**Hello!**

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## WBN Member Ads

If you joined us at this month's meeting, you know the WBN has caught the Holiday Spirit!

A fantastic night was enjoyed by all, with delicious food, fun-filled photo features, a swinging band and stunning decor helping to set the mood and celebrate the holidays!

The event's new format was a success for all, with many donations coming into the YWCA through the toy drive, silent auction and giving tree, while members and their guests got a chance to kick back, catch up with friends, and share in the season's best cheer.



Wishing everyone a Happy Holiday from the WBN Board.

Cheers!

[Adrienne Richard](#)

President, Women's Business Network of Peterborough.

## Captured in Pictures

This video captures a few WBN moments from our Christmas Event, December 4, 2013 at the Venue.



### WBN Christmas Event

For more WBN pictures (and to tag yourself in a picture), visit us on Facebook: [f](#)

## Complete our Poll

This month we are asking people for feedback on the WBN Christmas Event at the Venue. Click on the link to vote.

[Christmas Feedback](#)



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Carrie Wakeford  
Project Manager

[www.blackcapdesign.com](http://www.blackcapdesign.com)



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## Your Ad Here

Would you like your ad here, in the sidebar of each WBN newsletter?

Visit the [WBN online store](#) to book your spot.

Note: We will need a picture or logo (155px Wide x 233 px High, Max file size 350 KB) and a link to your website.

For more details, download the [WBN Ad Sales Sheet](#).

[Visit the WBN Store](#)

**Last month's poll results:** 54% of the WBN members who voted say they read the Business Advantage magazine profiling the WBN.

## Member Meeting January 8th, 2014

**Guest Speaker:** [Betsy McGregor](#)

Some summit a Mountain and say: "I conquered the Mountain!" In truth, you have conquered yourself, and the Mountain has been your ally.

At high altitude, the margin for error is slim. Communicating clearly, resolving conflict, supporting weak links and failing forward are all skills for survival. Based on a grant from Harvard



University to film Everest athletes, Betsy designed leadership training using "mountains as a metaphor".

This one hour journey on a simulated mountain ascent will reveal how some of the world's top athletes choose leaders, clarify team values and align shared vision where the consequences of weak leadership can be immediate and fatal.

Climb to high altitudes with Betsy at our January Dinner and take the mountain insights back to your business in the New Year.

\*Honorarium for Betsy dedicated to a Bursary for Girls to enter Skilled Trades at Fleming College in 2014.

## Board News

**Join:** Volunteer for the dynamic WBN Board - there is never a dull moment! If you are interested, visit the [Elections](#) page of our website or contact [Cheri Anderson](#).

**Cancellation:** Did you know that we often manage a wait list for both members and guests after our registration closes on the Friday before our meeting? With the cold and flu season upon us it is extremely important to report any changes in attendance because if you can't join us, someone from our waiting list can be offered a spot. So please help us by contacting [Cheri Anderson](#) if you need to cancel.

**Ombudsperson:** The WBN is an organization that is designed to be inclusive, supportive and positive. You have a place to present your concerns in a safe and confidential manner and without judgement. If you have questions or concerns, please contact our Directors at Large [Cardyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

**Mentor:** Assist other members by contacting [Donna DuMoulin](#)



**Exhibit:** Set up a display table in the Garden Court during the social hour on January 8, 2013. Book online at our [WBN store](#) or contact [Cara O'Grady](#).

**Share:** Find out how you can contribute to the newsletter by visiting the [Newsletter](#) page of the WBN website.

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## Business Spotlight - January 15, 2014

Our next WBN Business Spotlight will be at [Pineridge Broadcasting Inc.](#) / 96.7 FM.

**Date and Time:** Drop-in Wednesday, January 15, 2014 between 5:00 to 7:00 PM

**Address:** Unit 1, 360 George St. N., Peterborough

**Hosted by:** Theresa Foley

Come and tour our radio station and learn how everything comes together from music selection, to designing and building commercials, news, weather and traffic to relaying it all on air to our listeners. Meet our on air personalities and find out more about using radio and social media together as a marketing tool to grow your business. Prizes, draws, information and goodies. We'd love to have you as our guests at Magic 96.7FM.

See you in January,  
Theresa Foley

## Advertising Opportunities

Reach out to all 146 WBN members and/or all 900 community members for as little as \$20 a month.

Footer, sidebar and video ads are available.

For more information about our half-year prices, contact [Carrie Wakeford](#).

## Member News

**Cathy Martin:** We are excited to announce that Gauvreau & Associates Chartered Professional Accountant is moving to 70 Hunter Street W, effective January 2nd, 2014! Located at the corner of Hunter St. W & Sheridan St (right before the Hunter St. bridge) we will continue to offer value added accounting services for owner managers and professionals. We look forward to seeing you at our new location!  
[Gauvreaucpa.ca](#)

**Tracey Randall:** Ptbo [Musicfest Diners Card coupon](#) booklets are now available! A fabulous Christmas gift for your teacher, colleagues, babysitters, hairdressers, paper deliverers, neighbours, and let's not forget our family & friends! BUY 3 GET 1 FREE promo up until Jan.31st. Online for \$20 (PayPal), at Lansdowne Mall Customer Service Desk or Kawartha Visitors Centre (Crawford Drive). Thanks for your support into our 28th season!

**Next Month:** Submit your information (60 words or less) for this section by the 15th of each month. Complete the [form](#) on the newsletter page of our website or send your information to:

## Feature Article - Your Website SEO

As Christmas approaches, I am sure you're thinking "So how is my website's Search Engine Optimization"? Ok perhaps SEO is the furthest thing from your mind right now, so we totally understand if you want to wait until January to complete these steps.

I've written several blog posts recently addressing the mysterious world of SEO. It is definitely a hot topic right now because everyone wants their website to do well in search, whether customers and clients are using Google, Bing or Yahoo.

However, before you can do anything to improve your SEO you need to know how your website is doing right now. This article will provide you with a few tips for doing a quick and easy assessment.

Search engines are sophisticated. They get to know you through your search history and they will tailor search results to your previous searches. In most cases, this is very helpful, but it's not helpful if you want to get an accurate reading on how your website is doing in search.

**Step One:** For accurate results, you will need to clear your cache (aka browser history and cookies - not your wallet). Each browser is different so if you aren't sure how to clear the cache of the browser you're using (e.g. Firefox, Chrome, Explorer, Safari or Opera), you may need to use the Internet to search for instructions. Note: It's important to clear the cache on your phone as well.

**Step Two:** Search for your website.

- Open your search engine of choice (E.g. Google, Bing, Yahoo)
- Search for your products and/or services
  - e.g. Garden Supplies Peterborough, Ontario
- Keep a list of all the search terms (keywords) you used in each search you do
- Record where your site comes up (e.g. page 1, 2, 3 etc.)
  - It may be necessary to look through a few pages to find the listing for your site
- Review and analyze any competitors' sites that come up ahead of your site
  - Look for the keywords they have used on their website
- Evaluate your website for keywords, keyword phrases and headings that match the terms you've searched
  - Are the keywords/keyword phrases you used in your test search used on your site somewhere?
  - What keywords do you think your customers/clients will use in their search?

So how did your site do?

There are many ways to improve your search results with small changes including updating your content regularly, adding descriptive keywords and phrases, changing your headings, including social media links, adding internal and external links, adding a site map or a YouTube video.

You may also want to consider [Google Analytics](#) or you may want to create a [Google Adwords](#) account. You can also talk



to your Web Developer or Consultant to ask for assistance.

Have a Merry Christmas and a great holiday! See you in January.

Submitted by Carrie Wakeford, Project Manager, [Black Cap Design](#).

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## Business Tips

**Networking Tip:** At each WBN meeting, set a goal of meeting one or two people, rather than twelve or thirteen.

**Social Media Tip:** Update your LinkedIn profile every few months. It's a great way to help your personal and business SEO.

**Membership Tip:** Bring a guest to a WBN Member Meeting. This is a great way to get to know your guest better, while at the same time helping them expand their network of connections.

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## Half-Year Memberships

### Available Now

The WBN offers half-year memberships. For more information visit the [Membership](#) page of our website.

To mentor new members, contact Donna DuMoulin at: [membership@womensbusinessnetwork.net](mailto:membership@womensbusinessnetwork.net)

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## Board Members (2013-2014)

The WBN Board of Directors have created new opportunities this year for members to Connect, Develop and Grow. We welcome your comments, ideas, feedback and opinions.

You can find us on the [Board of Directors](#) page of our website or you can contact us by email using the links below.

### WBN Board of Directors 2013-2014

President: [Adrienne Richard](#), Member Concerns, Protocol

Past President: [Cheri Anderson](#), Board Nominations and Privacy Issues

Treasurer: [Gwyneth James](#)

Secretary - **Vacant and Looking:** Member RSVP's, Guest Reservation, Cancellations

Membership Director: [Donna DuMoulin](#), Membership Information, Application & Rates and Badges

Program Director: [Cara O'Grady](#), Booth & Table Drop Registration Program Feedback

External Communications Director: [Sofie Andreou](#), External Newsletter, Social Media, Videos Showcasing Members

Member Communications Director: [Carrie Wakeford](#), Member Newsletter, Ads, E-Blasts

Director at Large: [Cardyn Corp](#), Spotlight Events, Online Store Community Involvement, Ombudsperson

Director at Large: [Theresa Foley](#), Spotlight Events, Online Store Community Involvement, Ombudsperson

Strategic Planning Director: [Marilyn Cassidy](#)

## Newsletter Opportunities

As a WBN member you can:

1. Place your linkable ad in our new [e-newsletters or e-blasts](#)
2. Place a Video Ad in our newsletter - sent to both Members and the Community at large!
3. Be selected to be featured in a Video stating the three reasons you love WBN!
4. Submit a "Feature Article" as our "Guest Writer" (up to 600 words)
5. Submit "Member News" content by completing the [form](#) on the WBN website
6. Submit "Community Event" information by completing the [form](#) on the WBN website

For more information about how you can contribute, please contact us at: [news@womensbusinessnetwork.net](mailto:news@womensbusinessnetwork.net)

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