

The slide features a dark background with a green vertical bar on the left and a yellow horizontal bar at the top right. A thin orange line runs across the top, and a thick orange border frames the bottom text box.

# What is Economic Gardening?

An overview of key  
practices and principles

# Defining the Edges

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- What it is
- What it isn't

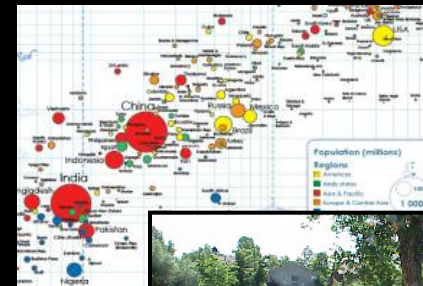
# Foundational Principles

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- Grow your own
- Export innovation, not commodities
- Stage II companies
  - Scaling companies
- Strategic
  - Not operational

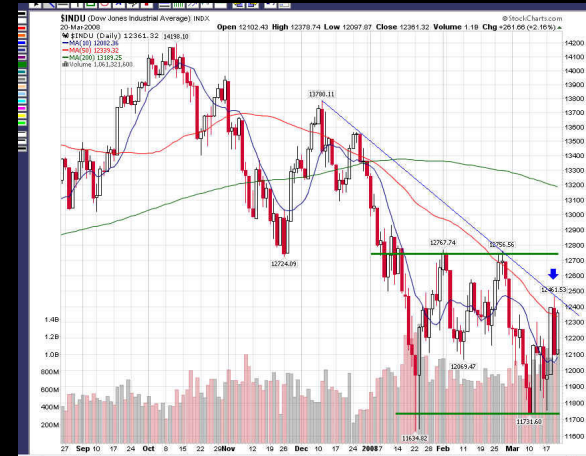
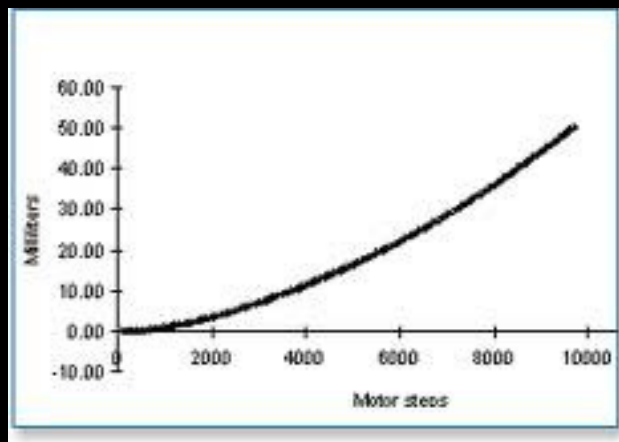
# Three legged stool

- Entrepreneurs create jobs
- Public sectors role: nurturing environment
  - Information
  - Infrastructure
  - Connections



# New Concepts

- Business in entrepreneurial eco-systems
  - Biological systems / rules
  - Mechanical systems / rules
- Complex Adaptive Systems (complexity)



# High End Tools

- Commercial database searching
- Computerized data mapping
- Search engine optimization
- Web marketing
- Social media
- Temperament



# What businesses get

- Market analysis
- Competitor intelligence
- Company information
- Qualified leads
- How to build management teams
- Decision support research

## Technical Issues

### GRAPHICS AND IMAGES- SIZE AND OPTIMIZATION

Graphics and images often have a large file size than necessary. When a webpage loads it must download each graphic. If the graphics are too large this requires precious time needed to keep a visitor's attention. It is advised that the images be reduced in size.

Images should also have appropriate meta tag descriptions.

Smaller graphics on pages, such as your product images (eg. construction, etc.) are larger in file size than they need to be. It would be advisable to optimize them.

Additional info: <http://www.internetmarketingtips.com/technical-issues/>

### PAGE SIZE

Large webpages (file size) may cause visitors (especially modern users) to leave your site before it finishes loading. It is recommended that each page be no larger than 100K-150K. Images and graphics are to blame, consider optimizing them.

For help in determining the major elements that lead to a abnormally large webpage visit: <http://www.webstooptimize.com/services/analyze/>

The homepage is over 400K in size (almost half a megabyte) making it slow to load for those on a mobile or modem connection. Considering that many of your potential clients reside in rural areas, you may be in danger of losing visitors who become frustrated with the time taken to load a page.

For help in determining the elements attributing to the large page size visit the link mentioned above.

Additional info: <http://www.internetmarketingtips.com/technical-issues-optimization/>

### PAGE DESCRIPTION META TAG PRESENCE, LENGTH, AND OPTIMIZATION

The description meta tag is often used by search engines to create the description of the

Keyword	Monthly Search Volume	Ad Comp.	Clicks/Day	CPC	Monthly Cost	Conversions/Mo	Cost/Conv.	Net Prof/Mo	Top Month
"book keepers"	4400	90%	4	\$1.54	\$147.84	1.0	\$154.00	\$4,652.16	Apr
"tax return service"	2400	100%	1	\$1.60	\$36.40	0.2	\$160.00	\$1,161.60	Feb
"top accounting firm"	720	80%	3	\$1.62	\$116.64	0.7	\$162.00	\$3,463.36	Jul
"bookkeeping companies"	720	86%	1	\$1.73	\$41.52	0.2	\$173.00	\$1,159.48	May
"prepare income tax"	590	73%	1	\$2.31	\$55.44	0.2	\$231.00	\$1,144.56	May
"bookkeepers"	1900	80%	1	\$2.46	\$59.04	0.2	\$246.00	\$1,140.96	Feb
"cpa directory"	1600	86%	1	\$2.53	\$60.72	0.2	\$253.00	\$1,139.28	Jun
"book keeper"	22200	100%	4	\$2.57	\$246.72	1.0	\$257.00	\$4,553.28	Jul
"bookkeeper"	14600	86%	3	\$2.85	\$190.80	0.7	\$285.00	\$2,459.20	Jul
"accountants cpa"	1600	93%	1	\$2.85	\$68.40	0.2	\$285.00	\$1,131.60	Jul
"find a cpa"	1000	86%	1	\$3.06	\$73.44	0.2	\$306.00	\$1,126.56	Feb
"bookkeeper"	301000	100%	58	\$3.13	\$4,366.9	13.9	\$313.00	\$65,243.04	Sep
"bookkeeper"	3500	100%	6	\$3.30	\$475.20	1.4	\$330.00	\$6,724.80	Sep

The screenshot shows a Facebook profile for 'Simple Order Design'. The profile picture is a stack of colorful, round objects. The cover photo is a collage of various items. The page has several posts, including a recent one from 'The Anderson Family' with a photo of a child. The page is set to 'Public' and has a location of 'Lombard, IL'. There are several 'Like' and 'Comment' buttons visible on the posts.

The screenshot shows a tweet from 'Sweetbeginnings' (@Sweetbeginnings). The tweet text reads: "Bamboos have arrived! Supersoft nursing pads for regular daytime and oversized for overnights made this bamboo... http://bit.ly/2j2H8". The tweet includes a link to a website and a photo of a bamboo product. The profile picture of the user is a green circular logo with a bamboo stalk. The tweet has 1 retweet and 1 like.

# What EG its not

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- Standard business assistance
- After hours networking
- Awards program/business appreciation
- Business climate survey
- Buy local program
- “Local bucks” program
- Counseling
- Consulting

# End

