

How to Build a Website Google LOVES

Instructor: Matthew Rupp

February 26, 2016

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| <p>Question: How likely are you to recommend this program to others? Why?</p> | <p>Question: What additional training would be of benefit to you or your position?</p> |
| <ul style="list-style-type: none"> • There is a lot of useful information, like before I pick someone to make me a website I need to find someone knowledgeable in SEO, not just a graphic designer. • The program was very informative and the speaker knew what he was talking about. • Was helpful and informative within the first few minutes. Learned so much-thanks! • Good content-information was relevant, I gained perspective & expanded my knowledge base in this area. • Excellent concrete, practical content • Very beneficial to understand the importance of speaking to the customer and not talking about us. • Great, easy to understand information from a very knowledgeable instructor. • I learned many things to take back and apply to our website. I like the examples. • Good info. Although I didn't realize from the course description it would be geared towards local companies. • Google has a ton of research out there to "cipher" through-study & research is time consuming. Class easily leads to what to do & not to do and how google perceives what you do. • Good quality information – real • Great information & helpful, easy to follow • Very conversational & easy to follow • There is a lot of stuff that likely we don't know about the common issues. Like how Google ranks on some issues. • Lots of great tips on how to develop a site that works well with search engines | <ul style="list-style-type: none"> • I don't know anything about SEO but I learned a lot. • A better understanding of php/css and how to best use it to be mobile friendly. • More detailed how to optimize a Wordpress website. • How do I retrain my owner on the importance of digital marketing? • Something in practical to show how it works. • SEO- How to be #1 on Google. I know you are doing 4/8 this but I'll miss it. I would like the info though. • Automation of social media • What about show poor example and improved page. • Google analytics, back end tool use • How used some basic knowledge on how to design "faster" websites. • SEO optimization and more easily done things to do with pre existing sites. |
| <p>Question: How did you hear about us?</p> | <p>Question: How many years have you been in business?</p> |
| <ul style="list-style-type: none"> • Through an intern of the Center for Entrepreneurship • Email, Shocker Blast • Through work • WSU email sent to my boss • Word of mouth, WSU • Website • CFE Email • Word of mouth | <ul style="list-style-type: none"> • 2 • 2-3 • 1 • Since 1919 • 40+ • 40+ • 42 • 9 • 2 |

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| <ul style="list-style-type: none"> • Coworker has been to previous BBS • Repeat customer • WSU Email • Another participant. Then went to your LinkedIn • Email • Email • WSU Email | <ul style="list-style-type: none"> • 16 • 16 • 0 |
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| Total surveys completed = 17 | | | | | | Avg. Score |
|--|-----------|---|---|---|----|------------|
| Question | Responses | | | | | |
| | 1 | 2 | 3 | 4 | 5 | |
| 1. How Likely are you to recommend this program to others? | 0 | 0 | 1 | 4 | 12 | 4.65 |
| 2. My Overall Impression of this program was.... | 0 | 0 | 1 | 4 | 12 | 4.65 |
| 3. My Overall Impression of the instructor was... | 0 | 0 | 1 | 3 | 13 | 4.71 |

