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Business Talk, A UH SBDC Star Member E-Newsletter

August 2011

Spotlight on Client Success: D-Sonic

Attention Audiophiles!!!
D-Sonic Custom Audio... Get the Amplification You Want



If you're really into music - whether it's rock, rap, jazz, blues or classical - you want clear, crisp and powerful sound -- the kind you can get by using an amplifier with your sound system. But for the true audiophile, there's an even better option: a custom amplifier built to your exact specifications.

Dennis Deacon is definitely into music. But he's also a mechanical engineer. That's why, when he discovered self-contained amplifier systems while he was living in California some years ago, he quickly realized that he could add the electronics and sell a fully assembled amp – and in 2006, D-Sonic Custom Audio was launched.

As his business grew, Dennis realized he needed capital, but he wasn't having any success obtaining the line of credit he needed. Then, through an Internet search, he found the University of Houston Small Business

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Featured Seminars:

Starting Your Business
August 10th and 17th
6:00pm – 9:00pm



Doing Business with the
Government in the Electronic Age
August 12th
9:00am – Noon



Google Ad Words
August 25th
9:00am – 11:30am



Inventors and Innovators:

Development Center and Senior Business Consultant LeeVera Smith.

Dennis said...."when I first visited the SBDC website, I thought 'this is too good to be true' especially at no cost. But the assistance LeeVera provided helped me get the funding. I had taken my previous package to lenders but was declined. After LeeVera helped me with the package, I was approved by four bankers (one of whom had declined it before)!"



Find out more about this growing business's product and the high quality technology Dennis uses at www.d-sonic.net.

For help with your small business issues, contact Roberta Skebo, UH SBDC director of consulting, at 713-752-8426 or at rskebo@uh.edu.

Top 5 Website Redesign Tips

Going through a website redesign? Keep these 5 tips in mind:

1. Goal = more visitors and leads. The reason you are redesigning your website is to impact your business, not because you or your CEO are bored with the design. So, focus on the results you want: more visitors, leads, and customers and make decisions based on these goals.
2. Avoid pitfalls. Inventory your assets and protect them. A website redesign can negatively impact your results by unintentionally removing the assets - website pages and links - that are driving the most leads for you. Make sure to figure out your most powerful pages and links and protect them during the redesign process.
3. Invest in remarkable content that attracts visitors and converts them into leads. A fancy design does not necessarily bring results. Focus on function over form. Create an ongoing content creation strategy (this means blogging!) to add more content to your website over time.
4. Create conversion opportunities with calls to action and landing pages. Once you have visitors coming to your website, give them the opportunity to give you their contact information in exchange for content. This means using landing pages - and having control over your landing pages - as you build out your new website.
5. Measure the impact on visitors and leads. At the beginning of your website redesign process, you decided you wanted to increase visitors and leads. Did it work? Make sure you have the website analytics in place to measure your progress towards your goals.

A business website is a business tool and should deliver business results. Leave the works of art to the galleries and museums. Your career and your company will thank you for it.

There's still time to register for the Houston Inventors Association's special, free event on August 10th. Meet other inventors and hear from experts with the know-how to bring a product to market.

[Register now.](#)

We welcome comments, questions and suggestions concerning our Business Talk newsletter. Please send a letter to our editor, Jacqueline Taylor, UH SBDC Network Associate Region Director.



Visit us on the Web! Login online to access special features only available to Star Members, or tell a colleague about the vital business information and expert assistance they can find at the UH Small Business Development Center.



The UH SBDC is a center of the University of Houston SBDC Network. The UH SBDC Network serves 32 counties in Southeast Texas. SBDC programs are nondiscriminatory and available to individuals with disabilities. Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of

Contributed by HubSpot, an internet marketing company (www.hubspot.com). HubSpot's marketing tools and advice help small businesses "get found" by more prospects and convert a higher percentage of prospects into qualified customers.

Goldman Sachs 10,000 Small Businesses Information Sessions

Don't miss this opportunity to hear how you might be considered to take part in a FREE business management course through the 10,000 Small Businesses Initiative. The information session topics include program overview, dates, times, locations of classes, and how to apply.

[Find out more or register to attend.](#)

the SBA. The University of Houston is an EEO/AA institution. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact UH SBDC at 713-752-8488 for accommodations.

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