

PANORAMA

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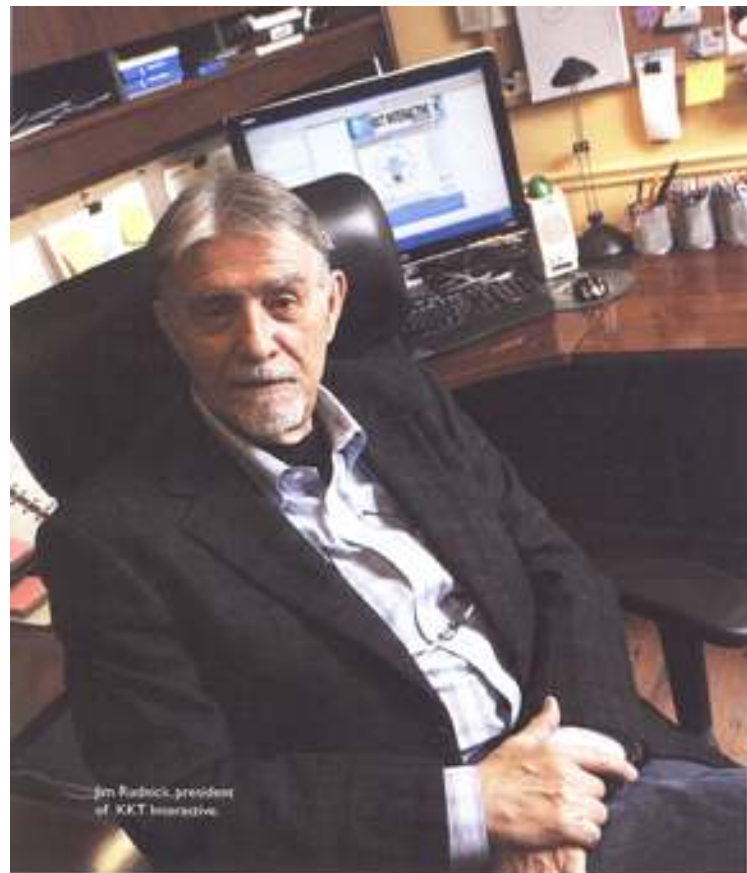
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The Voice of Hamilton Business



Jim Rudnick, president
of KKT Interactive

Jim Rudnick builds websites through his company, KKT Interactive. Clients are increasingly asking him about the various tools social media has to offer as a means to increase traffic to their websites. He too recommends LinkedIn more than any other and adds that not only does it help bring people to you, it also gives you access to their knowledge and expertise.

“ you need to be aware that social media is a moving target...”

**Jim Rudnick
KKT INTERACTIVE**

“It also provides me with a great advisory board, because I can access people who have more experience,” he explains. “For example, I was looking for a VOIP service so I queried my LinkedIn connections and asked ‘Who are you using? What are the pluses and minuses for whoever you may be using? Who would you recommend?’ I got lots of great answers, including the one that I finally purchased for the office.”

Rudnick says you need to be aware that social media is a moving target that is constantly evolving; trying to stay current and technologically advanced can become a full time job. He himself has a thick stack of print-outs that he adds to daily. At the end of every working day, he takes part of that stack home and spends his evening catching up on the latest news and developments.

“Most companies don’t have the time for that. They are too busy making steel, providing accounting services,— they don’t want to know all that stuff,” he says. “My advice would be to either do as I do and spend that time in learning things to stay as abreast as you can, or hire someone who does it. You’ll pay the freight, but you’ll see rises in your website’s search engine ranking positions, more traffic and more money.”

For business owners hesitant to take their first steps into Web 2.0, Gerry Visca offers the following solution: “The simplest way to turn your website into a social media tool is to add a dialogue box that asks, ‘What do you want? What do you need? Give us some feedback.’ Insert anything that allows someone to enter information, and you immediately redefine the experience and turn it into a social media site.” ■



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