

EAGA Business Builder

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April 28, 2020 - Week 7 of the Lock Down

Today's presenter was Jukka Jumisko— WSI Web Enhancers



Mr. Jumisko is a native of Finland. He spent his mid-youth years growing up in a small community of about 1,000 folks. Most residences were spread throughout the woods in the area. Jukka and his family lived above his father's hardware-food-clothing-general store. For a period of time, the elder Mr. Jumisko was the largest snow mobile dealer in Finland. Often there were 30, or more, yellow snow mobiles lined up in front of the store. From the windows in his second story loft, Jukka could see the whole area, including the northern lights. Besides the good view, his life included some challenges, and some great times. Attending middle school required a bus ride of about an hour each way. It provided the opportunity to read...a lot. Not sure if Jukka would classify that commute as a challenge or not, but definitely a challenge, resulting in a good time, was the ultimate bully encounter at middle school. One schoolmate constantly harassed Jukka. One day, the little jerk wacked Jukka on the side of his head, causing a hearing problem that continues today. Jukka was fed up and challenged the little delinquent to meet outside and resolve the problem. The turd was a no-show, but from then on was no longer a bother to Jukka. Some of the great times included the younger Mr. Jumisko's friendship with a small airplane pilot. (That is a normal sized person who flew a small plane). The plane was used year round to assist with getting people and things to the rural areas. The plane's landing gear was pontoons for water landings in the summer, and skis for ice landings in the winter. As cold-country people know, ice occurs when the water transitions from a liquid to a solid state. They also know, very well, that there is a short period of time between when the water is not completely in either form. Jukka remembers one year, during that summer to winter, liquid to solid, transition time. The plane had just been converted to having skis for winter work. The pilot was asked to take the plane for an emergency run, but he was afraid that the water had not completely frozen. He was, however, dedicated to helping out whenever possible, so he took a chance and made the run. The landing place was firm enough to set the plane down, but ultimately was not solid enough to support it, and the plane sunk. A large helicopter was brought in to retrieve the plane and Jukka remembers watching as the plane returned to the owner's yard dangling below the copter. He also remembers the determination of his pilot friend in single-handedly working to repair the plane, making it available for flight by the next year. Jukka obviously has more memories of the 'old neighborhood', and hopefully good ones outweigh the challenging ones. Over the years, that small community where Mr. Jumisko grew up has been modernized a little too. There are now a few clearings in the woods where one room rental huts have been strategically placed for good viewing of the northern lights. The myth, or fact, says that a person conceived under the northern lights is destined to have a happy life. Don't know Jukka's specific situation, but he does seem to be positive and upbeat a vast majority of the time. Mr. Jumisko's older life has had some extraordinary moments too. One time when he was working as VP of Information Technology for a Russian company, he encountered the then KGB Boss, Vladimir Putin. At another time, Jukka was in Helsinki and he met the Pope. Jukka has probably met other almost as famous people as well. After all, he has been in Albuquerque since only a few years after the turn of the century. That is when the Russian company noted earlier began contracting their business footprint. When that happened, they relocated their headquarters, but Jukka was not interested in moving back to Finland. He preferred staying in the USA, so ventured out on his own. After researching a few options, he decided to open a WSI Web Enhancers franchise in New Mexico. WSI stands for "We Simplify the Internet". That is the short explanation of what they do. The longer version is that they build websites; they build ADA compliant websites; they assist clients to develop and improve Social Media programs; they develop mobile apps; they work with clients to maximize SEO (Search Engine Optimization); they advise and assist with Google Paid Advertising programs; and, actually, they assist with whatever internet related thing your company needs. During his presentation today, Mr. Jumisko spent some time explaining the inner workings of something called 'zero click results'. Basically (very basically) that is , instead of directing the user to a specific web-site, Google presents search results in a manner that a user doesn't need to click anything else to get the answer they need. Those results are the data you see on the left side of the screen after entering search criteria. Included there is usually a map with relative locations. The maps are created by Google, but the data is reasonably modifiable by the site's owner. You should make sure that any pertinent data displayed there for your company is detailed and accurate. WSI can provide guidance, assistance and direction on how to do that. As noted, Jukka spent a bit of time explaining improving Google search results, so obviously there is much more to it than "make sure your data is accurate". You should contact WSI (a.k.a the 2018 Growth Star Winner for the WSI Franchise) at 505-850-9177 to schedule some time for discussing optimization of your particular business' search results. That conversation would be very beneficial to you. Also beneficial to you is knowing that "https" indicates that your site is secure, so if yours is not currently displaying that way, you should contact your hosting company to get that fixed. The cost would only be about \$100, but the change will substantially improve your site's search results ranking. During these difficult times, Jukka is trying to assist everyone with understanding how SEO works by offering his SEO Training class at a huge discount. Normally \$895, he is only charging \$29. To get that price, use code "EAGA-Corona" (without the quotes) when signing up. Thanks to Jukka for his offer with those classes, and for his regular positive input regarding surviving this 'Twilight Zone' situation. With all the remote work and other digital activity we are seeing these days, Jukka just might be correct in thinking that this internet thing is going to be around awhile.

Our digital meetings continue for now. The next one is Tuesday, Cinco de Mayo.
Please see instructions and link again noted in the box.

EAGA Tue, May 5th, 2020 7:00 AM - 8:00 AM (MDT)

Join the meeting from your computer, tablet or smartphone.

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You can also dial in using your phone.

United States: [+1 \(646\) 749-3112](tel:+16467493112)

Access Code: 940-475-581

Please remember to keep your microphone muted during the presentation.

- ◆ Mario continues to monitor our options for resuming our Tuesday breakfast gatherings at Tanoan (are you old enough to remember those). At this point, it looks like that will be at least two more weeks from now. He will provide us with additional status update information in the near future.
- ◆ Board Members please note: Your next virtual meeting is scheduled for Tuesday, May 12th. Contact Executive Director, Mario, Chairman Tom, or President Kit if you need more details.
- ◆ Upcoming Presenters:
 - May 5th: Kevin Gullick—SealMaster
 - May 12th: David Dworski—Team 1st Technology
- ◆ The government is beginning to release the public from its mandated stay-at-home incarceration. Even if ever sooooo slowly, things are getting back to semi-usual. Stay positive! We will all get through this.
- ◆ By the way...Don't forget to update your scrapbook with various news articles, photographs, and personal occurrences that you have encountered while progressing through this once in a lifetime (hopefully) situation. Don't forget to include your explanation of situations you have endured, and innovations that you discovered, or created, to assist with your successful emergence from the 2020 pandemic. Your grandchildren and great-grandchildren will be amazed when reading your view of all that has occurred. They will be glad to have a personal perspective of the details, and will likely be very interested to compare it to their history books' general version (and the then reigning media version) of what went on.

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