How Transcription Can Increase Traffic to your Website

If you’re looking to increase traffic to your website, one of the best strategies to consider is adding a transcript of any video and audio content you post. This will help:

**Boost Search Engine Optimization (SEO).** “Google” likes searchable content. Unfortunately, Google can’t search an audio or video clip. Transcribing your audio and video content into text will give Google and other search engines more content from your website to index. This will increase the chances that your site will appear naturally, or “organically” in search engine results when consumers search for key words and other information related to your niche. It will also help you get maximum exposure for the meetings, earnings calls, instructional videos, and other content you post.

**Increase accessibility.** Recordings are often a goldmine of information about your business, but not everyone has the time to listen to an entire meeting. Recordings are also not a viable medium for the hearing impaired. Making a transcript of your recording available in addition to the recording itself, will enable you to reach a wider audience and give them the option to search the transcript for specific information quickly and efficiently.

**Improve engagement.** Transcribing or captioning your videos will keep viewers engaged when an audio recording is inaccessible or inconvenient.

*Learn more about how transcription can support your marketing strategy by calling 215-491-0400.*

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**Elite on the Street**

Supporting Small Businesses in Bucks and Montgomery Counties

The Village Bagel Company is the Elite team's go-to-spot for locally roasted organic coffee, fresh homemade bagels and spreads, breakfast and lunch sandwiches, salads, soups, smoothies and more. Visit villagebagelco.com to learn more about their delicious offerings, including 23 bagel flavors and more than 10 spreads. The chocolate chip, everything, and blueberry bagels are the house favorites!

Village Bagel Company
1438 Easton Road #100
Warrington, PA 18976
215-918-1000

Be sure to tell them we sent you!
**Elite Marketing and Promotions**

Do you know Elite Office Solutions has a sister company – Elite Marketing & Promotions? Our mission at Elite Marketing & Promotions is to help small businesses and non-profits reach their potential in a cost effective manner. One of the ways we have assisted our non-profit clients in this effort is through helping them sell branded merchandise to supplement their fundraising opportunities.

Have you considered selling products online to increase the revenue for your non-profit? If marketed correctly, online product fundraising can be a powerful source of additional revenue for your cause. Elite Marketing & Promotions creates customized online stores free of charge to help schools and non-profits raise funds. Our stores feature products that we can customize with your name, logo, graphic design, or message.

Branded merchandise can help you raise awareness for your mission and engage donors and customers, giving them more of an emotional connection to your organization. Products that we can brand include: apparel, drinkware, totes, decals, and more.

**Marketing Matters**

**Techbytes**

To find specific words or phrases in a webpage or document:

Type Command + F on a Mac or Control + F on a PC.

Type the word that you are looking for in the “find” dialog box that appears on your screen.

**Set Your Marketing Goals for the New Year**

With the New Year right around the corner, it's time to plan your marketing strategy for 2022. Our virtual assistance and marketing teams can help you redefine your marketing plan and take time consuming tasks off your plate so you can focus on the big picture.

Our services include:

- Blog writing
- Copyediting and proofreading
- Creating marketing materials, including brochures, flyers, PDFs, and more
- Graphic design - logos and branding
- Creating and managing your social media
- Website design
Wellness at Work

Feeling Stressed? Try the Box Breath for Quick Relief

The box breath is a simple, paced breathing technique used to bring the breath to a relaxing rhythm to help calm the mind. It works by stimulating the vagus nerve, which helps lower the stress response in the body. This technique is so effective that it is even used by U.S. Navy Seals to stay calm under pressure! You can practice the box breath daily for overall stress management, or anytime you experience anxiety, insomnia, or simply want to feel relaxed and refreshed.

Here’s how to do it:

1. Inhale deeply through your nose for a count of four.
2. Pause for a count of four.
3. Exhale slowly through your nose for a count of four.
4. Pause for a count of four.
5. Repeat the pattern at least five times.
6. If holding your breath for four seconds is hard, try holding it for three seconds instead.

Tip: The box breath is also known as the four-square breath. Picturing a square in your mind as you practice this technique can help you maintain your rhythm. On your inhale, visualize an arrow traveling up the left side of a square. Then, imagine the line moving across the top of the square while you hold your breath. Follow the breath down the right side of the square as you exhale, and across the bottom of the square as you hold your breath again.

Insights

7 Ingenious Ways to Improve Your Proofreading

Whether you’re writing a business letter, a blog post, or even a simple email, it is essential to proofread your work before you share it. Sloppy spelling mistakes and awkward grammar can be a huge turnoff. Here are a few ways you can improve your proofreading:

1. **Focus on one word at a time.** When you read your own work, your brain skips ahead because it remembers what you wrote.
2. **Read sentences backwards.** This prevents your brain from skipping ahead so it’s easier to see spelling mistakes.
3. **Check multiple spellings – and pick one.** Many words have more than one accepted spelling, choose one and be consistent.
4. **Watch out for common mistakes.** Commonly misused words include there/their/they’re, your/you’re, insure/ensure, and “a lot.”
5. **Check your phone number.** Double-check your phone number and other “obvious” information such as addresses and dates.
6. **Microsoft Word isn’t always right.** If you disagree with spellcheck, Google the word in question. Google is a useful spellchecking tool.
Virtual Assistance
Our virtual assistants offer administrative and office support. We're always available when you need us.

- Brochures, flyers, articles, letters
- Newsletters
- Copyediting and proofreading
- Research
- Data entry
- File management
- Sourcing products and services

Marketing & Promotional Services
Our marketing specialists can help you expand your business, increase brand recognition, and reach new customers.

- Marketing plan creation
- Graphic design and copywriting
- Website development and updating
- Trade show and event planning
- Print and promotional products
- Logo design and branding
- Email and social media marketing

Documentation & Transcription
Our team will convert your audio into documents – medical, legal, and corporate transcription – including:

- Independent medical examinations
- Electronic medical records
- Workers’ compensation
- Court hearings and depositions

- Interrogations
- Medical malpractice
- Business letters
- Conferences and meetings

- Earnings calls
- Podcasts and webcasts
- Focus and research groups
- Interviews