

FY2022 Buncombe County Tipping Point Grant Report

Organization Name:	Eagle Market Streets Development Corp
Project Name:	Jeremiah Robinson - Yoruba Life Project

Activities Accomplished	Annual Goal	Amount
Number of local black owned businesses provided free professional websites	5	5
Percent of new websites with uptime of 99.9%	100%	100%
Conversion rate for click-through rate	5%	

Expenses (please list all grant related expenses)	Amount Spent
Web Design Services	\$ 6,000.00
Hosting	\$ 720.00
Domain Name Registration	\$ 45.00
Fiscal Agent Fee	\$ 500.00

TOTAL: \$ 7,265

<p>Overall project updates:</p>	<p>Received 25 applications from local Black-business owners to receive free web design services. Selected 5 businesses to provide services for.</p> <p>Completed 5 professional web design engagements.</p> <ul style="list-style-type: none"> - https://dodropinnbarbershop.com - https://cookingwithcomedyavl.com - https://spillwaybridgeco.com - https://noircollectiveavl.com - https://millystayseofdiisland.com <p>Configured Google Analytics for all websites and submitted all websites to Google for indexing.</p> <p>Added all 5 businesses to the Yoruba Business Directory.</p> <ul style="list-style-type: none"> - https://yoruba.life/listing/spillway-bridge-co/ - https://yoruba.life/listing/do-drop-inn-barbershop/ - https://yoruba.life/listing/cooking-with-comedy-catering/ - https://yoruba.life/listing/noir-collective-avl/ - https://yoruba.life/listing/tayse-of-di-islands/ <p>Configured security software to protect sites from malicious web attacks. Setup Uptime monitoring for all websites.</p>
<p>Indicators of service quality: <i>(How well did we do it?)</i></p>	<p>Security - Our first priority when launching any website is security. Therefore, each site we design has an SSL certificate installed and security software installed. Websites need these added layers of protection to keep user data secure, verify ownership of the website, prevent attackers from creating a fake version of the site, and convey trust to users.</p> <p>Submitted Websites to Google - Although Google crawls billions of pages automatically, it's inevitable that some sites will be missed. To speed the process of making sure the largest search engine in the world knows each website exists, we manually submitted them to Google for indexing.</p>

Result/Outcome: <i>(Is anyone better off)</i>	Having an online presence can make or break a business, especially for small business owners. Many of the small businesses we selected for this opportunity didn't have a ton of resources or a lot of time to spend building an online presence. Having a professional web presence will now give these businesses: <ul style="list-style-type: none">- Credibility: When you can point customers, partners, even potential employees or investors to a website, it tells them you are a serious business.- Visibility: With more and more consumers logging onto the Web to research products and services, if they are going to find their business, their business needs to be on the Web.- Reach: With a website, they are no longer limited to a customer base that is in physical proximity to their location.- Competition: A professional looking website can help level the playing
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