The underlying success for businesses of all sizes is information.

The Michigan Small Business Development Center (Michigan SBDC) at Grand Valley State University’s Seidman College of Business provides market research for all 83 counties in Michigan. In addition to providing market research, a Michigan SBDC Regional Consultant will assist the company in analyzing the research and applying the information to a growth strategy.

The goal of Information Based Planning (Market Research) is to provide industry, competitive, demographic, financial, and website analysis information to use in planning and making business decisions driving economic growth.

The Michigan SBDC accesses a variety of resources to provide crucial information to existing businesses including the following.

- Industry Trends – Identify new markets
- Customer Demographics – Improve marketing efforts
- Competition – Determine competitive advantage
- Financial Metrics – Improve financial performance

“We really appreciate the level and depth of the research report and all of the recommendations - it has helped immensely in how we are displaying and utilizing our web based advertising.”

Richard A. West, M.S.
President, West Labs Scientific LLC

SEO ANALYSIS

In response to the needs of our clients, the Michigan SBDC Research Team developed a customized SEO Online Marketing Report. Each report offers an in-depth analysis of a client’s website, providing demographics on the visitors, tips for improving the design, and keywords to drive traffic to the site and increase sales.

Contact your local Michigan SBDC Regional office at 616-331-7480 or www.SBDCMichigan.org