

**As Seen in The Business Review  
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# THE BUSINESS REVIEW



Leslie Trosset, page 33



## **STRATEGIES**

Leslie Trosset gave  
birth to her business  
in the maternity  
ward

**Page 33**

# You're number one!

Stay-at-home mom moves clients to the top, or close to it, on Web searches

BY RICHARD A. D'ERRICO  
THE BUSINESS REVIEW

The same week Leslie Trosset gave birth to her third child, her business was born, too. BizTechLink was born in the maternity ward at St. Peter's Hospital in Albany, where Trosset says she found some peace and quiet following the birth of her son, Thomas, in 2000.

"I had a whole week in the hospital," she said. "I had a lot of free time on my hands." With a laptop computer and a pad of paper, Trosset, 41, mapped out her plan to create what became BizTechLink, a Web search optimization company.

Trosset worked for 15 years at KeyBank, converting a process involving loan documents into automated computer software. When she began having a family in 1994, she started thinking about how she could work and be home. She began working part-time, and then left Key in 1998 to try something new. She worked for a small computer consulting company, but was laid off when she was eight months pregnant with Thomas.

"I needed the flexibility of working for myself and, having a real entrepreneurial spirit, I was interested in making my own hours," Trosset said. "Mothers are torn between being professional and having a career and yet having such strong motherly instincts that you want to be there for your children—going to plays and being there when they get off the bus."

Now, six years later, her BizTechLink is profitable. A sister watches Trosset's fourth child, John Cooper, 3, while Trosset works out of her home office during the day.

"I'm a one-man, one-woman shop," Trosset said.

Trosset's job is to make her clients No. 1—or close to the top—on Web search engines, "which drives in really quality traffic."

"High rankings occur when you combine search engine-friendly code and copy with highly relevant inbound links to your site," she said.

Achieving high rankings takes anywhere from a few weeks to six months, depending on how long the site has been up, the competitiveness of the business, and the quality of the sites that link to a company's site, Trosset said.

"There's no real secret to search engine optimization... it's all about relevance," she said. "A search engine's goal is to list sites in order of highest to lowest relevance based upon

SEE SEARCH, PAGE 34

DEBRA ADOTT / THE BUSINESS REVIEW  
Leslie Trosset conceived her business six years ago during her hospital stay after the birth of her son, Thomas. Now, son John Cooper, 3, has a mom who works at home.

## SEARCH: You've got to go beyond just the boring, basic elements of a basic Web site, says Fallon of VersaTrans

### FROM PAGE 33

your search terms. There are around 100 elements of each Web page that the search engine spider uses to evaluate the relevance of your Web page."

Besides improving a site's ranking, Trosset also works with clients to "improve their Web sites so when people arrive at the site they're encouraged to buy."

BizTechLink provides Web design services. Web developers outsource work to her as well, Trosset said.

BizTechLink works with company Web sites, adding keywords, polls, blogs and other interactive tools designed to increase traffic to the site and improve rankings on major search engines.

Clients include Yale University, The Inn at Cooperstown and McCarthy & Kelly, a New York City law firm.

Last month, there were more than 3 billion searches on Google, or 49.6 percent of all searches. Yahoo! received 1.5 billion searches, according to Nielsen/NetRatings.

Trosset said the new focus in Web search optimization is to improve a company's ranking in local markets.

"Local search has become a huge way of driving traffic to your Web site," Trosset said. "Local search is becoming more and more important for businesses because so many people have mobile devices."

Trosset said some of her clients have left traditional print advertising, which has not been productive and reliable. They have put a lot of their advertising dollars into their Web sites.

BizTechLink pays for access to search engine databases to determine what the popu-

lar keywords are. She searches through millions and millions of searches to determine what works best for local companies.

"Most people don't use 'Capital Region,'" Trosset said. "Albany" is a better search word.

Terri Fallon, director of marketing and client relations at **VersaTrans Solutions Inc.**, said BizTechLink has improved the company's Web traffic. VersaTrans is a Latham company that makes bus-routing software for school districts.

"We were redesigning our Web site and wanted to make sure that what we were doing on our Web site was going to return the best search results for school bus-routing software," Fallon said. "She helped us with our keywords and helped us generate fresh ideas on how to improve our rankings, like using polls on our home page."

Fallon said VersaTrans has begun tracking site traffic and has seen an improvement.

"You've got to go beyond just the normal, basic, boring elements of a basic Web site and think about what's fascinating. What can I do to engage my clients? What information can I provide?"

Trosset is now answering another question: How big does she want BizTechLink to become? The company has grown steadily. She expects 30 percent revenue growth this year.

"I can grow very quickly if I wanted to open up a storefront and have a business where people could come and see me," she said. "But I have to temper that with still being a mom."

For now, mom wins over bricks-and-mortar.

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## LESSONS LEARNED

### BIZTECHLINK

CEO and president, Leslie Trosset

Founded in 2000

Services include Web design and improving visibility on

Web search engines

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430-5516

www.biztechlink.com

throughout the design process.

**What would you do with a capital windfall?**

I would design Web-based software specifically for Webmasters and do-it-yourselfers to help them better manage and promote their online presence.

### What was your best business decision?

My best business decision was to enhance my Web design services by becoming a search engine expert. It has set me apart from the pack.

### What was your worst business decision?

My worst business decision has been not attending enough networking events.

### What is your guiding principle?

My guiding principle is to always do my personal best and don't listen to people who say something can't be done.

### What do you think about doing business in the Capital Region?

I love the Capital Region for its diverse set of local and national companies I have the pleasure to work with.

### What tip would you offer someone starting out in business?

Waiting to incorporate search engine-friendly design code until AFTER your Web site goes live is a costly mistake; it belongs in the beginning and

