Stephen Woessner

Digital Marketing Authority, Speaker, Best Selling Author

For nearly two decades, Stephen Woessner has been in the trenches consulting with hundreds of clients and teaching them how to leverage Web 2.0 tactics like search engine optimization (SEO) and social media to expand into new markets, introduce new products, decrease costs, and increase revenues. Woessner is a leading Web 2.0 authority, bestselling author, and instructor at the University of Wisconsin-La Crosse Small Business Development Center.

Woessner is also a business owner and has made costly mistakes along the way. He built one of his previous companies up to a valuation of $10 million and was planning an initial public offering. However, he lost millions when the dot com bubble imploded. This expensive lesson taught Woessner the valuable principle of always measuring the return on investment (ROI) before any action is taken.

These lessons formed the foundation of his latest company, Predictive ROI. The company is based on a trademarked Web 2.0 method developed by Woessner. Instead of focusing on increasing traffic to a company's website, Predictive ROI increases the right traffic...the traffic that provides the lowest bounce rate, the traffic that increases conversions...and Predictive ROI measures the increases in traffic and conversions before a single optimized content page is ever created. For example, the social networking aspect of Predictive ROI can increase website traffic by 23 percent and conversion rates by 780 percent.

Woessner's practical and tactical training sessions and keynote presentations are exactly aligned with this ROI principle. Attendees have commented that the most valuable benefit is that his processes empower executives, business owners, and managers so they can implement the steps and action plan themselves without needing technical skills.

Woessner has been quoted in *Inc. Magazine*, *E-commerce Times*, *B-to-B Online Magazine*, *Counselor Magazine*, *The Milwaukee Journal-Sentinel*, *Wisconsin Public Radio*, and other media for his Web 2.0 insights. He frequently teaches training sessions throughout the University of Wisconsin system including the prestigious UW-Madison School of Business.

Woessner is a bestselling author. His first book is entitled *The Small Business Owner's Handbook to Search Engine Optimization*. The book has been ranked as high as #3 on Amazon.com United States, #1 on Amazon.com United Kingdom, and #16 on Amazon.com France for its category. His second book is entitled *Increase Online Sales through Viral Social Networking* and was released in March. He is currently writing his third book.

Woessner earned his MBA and Bachelor of Science in marketing from UW-La Crosse. Woessner is also a graduate of Black Hills State University and the Community College of the Air Force. He lives in La Crosse, Wisconsin with his wife and daughter.