



## April 2023 Newsletter



With Q1 behind us, the first signs of spring are a welcome change!

Legalweek in New York was a productive and celebratory event as always, and it was refreshing and inspiring to connect in person with friends old and new.

Also at Legalweek, I was proud to announce the release of my book, [\*The Marketing Edge: A Sharper Way to Approach Building a Brand\*](#). The response has been overwhelming, from clients and colleagues alike, and I am happy to cross "author" off my bucket list. If you have had a chance to pick up a copy, please let me know what you think! Or, if you will be attending the [ALA Annual Conference & Expo](#) in Seattle, or [CLOC Global Institute](#) in Las Vegas, let's get together and chat about it in person!

To our accounting industry friends, you did it! After you have had a chance to catch your breath, we look forward to connecting with you at [ENGAGE](#) in June.

Our article this month is all about reevaluating your company's website. Tanya Amyote delves into the when, why and how of a website reboot.

If you would like to set up a time to chat about how Edge can help with your website reboot, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to catching up!

A handwritten signature in black ink that reads "Amy". The signature is fluid and cursive, with a long, sweeping underline.

Amy L. Juers, MBA  
Founder and CEO, Edge Marketing, Inc.



# Is It Time to Refresh Your Website?

## *Spoiler Alert: Probably!*

In today's digital world, a website is an integral part of any business; however, simply having a website is not enough. For a website to stay relevant, competitive and dynamic, you must regularly reevaluate your website to ensure your content, design and "behind the curtain" tools are modern, user-friendly, and accessible.

Read on for tips on the when, why and how of a website reboot.

[CLICK TO READ THE FULL ARTICLE](#)

### About the Author:

Tanya Amyote joined the Edge team in 2016, as marketing assistant, Excel enthusiast and token Canadian.

When not solving the world's pivot table problems, Tanya is an avid reader, fountain pen user, and advocate for diversity, equity and inclusion.



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**"Learn from  
one of the best!"**

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO Amy Juers recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

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Check out [The Marketing Edge](#), available on Amazon!



**Have your say:**

[Cast your vote](#) for the top vendors serving the legal industry in Texas.

If you agree that Edge is a leader in PR and marketing, please consider voting for us in questions 34, 72 and 110.

Voting closes on May 19th!

Feel free to forward this newsletter to a colleague, and contact us with any questions or comments.



**Edge Marketing, Inc.**

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