

Excuse Me, Your Website is Naked!

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By Cathy Goodwin

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"Come see my new website!" read the proud email from a well-respected professional, eager to promote his first book and seminar series. His website was indeed beautiful -- exquisitely laid-out with customized graphics.

Alas, the website was unfinished. A well-dressed website has:

- (1) A title that tells what you do -- functional and keyword-friendly, not necessarily a high fashion item. A title of "home" screams that you're an amateur -- or you chose the wrong web designer.
- (2) Don't tell me what you wear under your designer suit -- but when I click "view source," I want to see meta-tags! You'd be amazed how many expensive websites go bare.
- (3) Accessorize your site with 500-word articles or ezines. But choose carefully to complement your objective.
- (4) Your choice of attire signals whether you're attending a high-powered meeting, representing a client in court or washing your car. And the first words on your site tell the world who you are and what you do.
- (5) Most successful people have a signature fashion style that says, "This is who I am." On the web, discover your own writing voice and share your individual persona. Sanitized biographies ("Dr. Z is a well-known...") and copycat slogans are equivalent to shopping in a bargain megastore.

If you've got good fashion or word sense, you can get away with all sorts of rule-breaking. But if you show up wearing a bare bones birthday suit, most would say that's one rule too many.

Cathy Goodwin, Ph.D., author of Making the Big Move, helps midlife professionals navigate career and business transitions. "How Smart People Can Derail Their Transitions" complimentary Special Report <http://www.cathygoodwin.com/subscribe.html> . Contact: <http://www.cathygoodwin.com/feedback.html>

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What To Do When You Get Caught Surfing By The Boss!

By Susan Silva

It has been a long morning and you need a mental break. You start thinking of your weekend plans and jump on your messaging program to make plans with a friend. You have the movie times and a chat box up on your screen and what happens, your supervisor walks up behind you! You think to yourself Murphy's law is in full effect. What do you do when you get busted surfing or chatting at work? The situation all depends on how you react and handle yourself. Here are some helpful techniques/excuses you may be able to use:

1. I am looking for a job that pays more money. (the defensive excuse)
2. Oh no! I need IT to come out, I have a blinking light that wont go away. (the play dumb excuse)
3. Keep your company website minimized and maximize it fast when the boss comes by and admit you want to learn more about the company. (the cover-up!)
4. You were investigating stuff for a surprise party you were planning on throwing for (who ever just walked in) and now the plans are ruined, way to go! (the guilt factor)
5. I was just comforting a friend who lost a relative to bovinextrementitis. (the compassion excuse)
6. If you are lucky enough to hear someone behind you, ctrl/alt/dlt and enter to lock the comp when the boss walks up, then immediately turn to him and start discussing whatever project he has you working on. (the get-a-way)
7. Look happy and say "Wow, I have my answer! That chatroom (close your chat so they don't see SWM-30ish saying hi) or website solved my formatting issue. (the seriously it was work.. I swear not goofing off excuse)
8. Just leave your surfing up, know you get your work done, and just keep surfing. (the who-cares who sees, no excuse excuse!)
9. Keep
up and show your boss you surf useful business/work related sites! (the best
excuse!)

Most of us surf and take breaks during the day. If we do our work well and get it done when we are supposed to, surfing is much less an issue. Remember don't abuse surfing have fun and make use of the vast amount of resources on the Internet!

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Susan Silva is the owner of

, a website for office professionals of all types with useful

resources, articles, message boards and a bit of fun mixed in. You can visit her site at

or sign up for her monthly newsletter at

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