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The Top 10 Reasons Your Business Needs a Web Site

By Jessica M. Davis

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Does every business no matter how large or small need a presence on the Internet? Absolutely, and not just for the traditional reasons, but primarily because your website is an extension of your brick and motor, your home based business, or your business on wheels. Everyone in the business of making money can benefit from letting potential customers know who you are and what you're all about.

Competition in the new millennium is unyielding. You are a success today and a failure tomorrow. It is your website that will tell customers that you are ready. Ready for what? Whatever changes come your company's way, you are ready to compete.

Your business needs a website because:

1. You want to offer 24 hour customer service. Your customers will be able to visit your Frequently Asked Questions (FAQs) page and learn immediately your hours of operation, phone and fax number, address, directions and a map if necessary. Remember customers are not mind readers and if you make getting information about your business too difficult they will simply look elsewhere.
2. You want your business to provide more "bang-for-the-buck." Customers trust business owners that know their craft and are leaders in the industry, even if your business is located in a town with a population of 652. Providing articles, news information about your area of expertise and statistical data on your web site may mean the difference between a customer using your business or not using you.
3. You need a sound way to gather data about your customer's opinions and needs. You need to know what is on your customers mind so you can provide cutting edge customer service and anticipate their needs.
4. Your website will provide another essential way for your customers to contact you, i.e. email and online forms.
5. Your website will make your company more accessible and demonstrate to your customers that you

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are willing to move into the world of global exposure.

6. A website presence allows you to tell your company's story. You can provide testimonials from satisfied customers and acknowledge superior employees.

7. Your website will allow you to recruit employees and publicize the great career/freelance opportunities at your company.

8. Your company website will allow you to have a competitive advantage over those who don't have a website, while equally competing with those who do.

9. A company website allows you to create an awareness of social issues, acknowledging to

customers that you are a sensitive committed humanitarian.

10. Should the business owner decide to sell the business, a company website would definitely be an asset.

Jessica M. Davis is a creative dedicated web designer who has worked in the industry for over seven years. Formerly a Web Technology Analyst, Ms. Davis is a freelance web designer who seeks to give customers relevant web design information. Jessica M. Davis may be reached at 313.204.0325, (313.259.7424 Fax), at www.jdavisassociates.com or by mail at J. Davis & Associates Publishing, P. O. Box 44782, Detroit, MI 48244-0782.

10 Ways To Indirectly Get To The Top Of Search

By Rudy Cline

There are millions of web sites trying to get listed in the top 20 spots of the major search engines. That amounts to a lot of competition! I say if you can't get listed at the top, indirectly get to the top.

How do you do this? Look up the top 20 web sites on the major search engines under the keywords and phrases people would find your web site. The key would be to then advertise on those web sites.

The most expensive way would be to buy ad space on those web sites. If you don't want to spend any money, you could use the ten strategies below. These strategies may not apply to every web site.

1. Participate on their discussion boards. You could post questions, answer other peoples questions, and join in on conversations. Just include your signature file and link at the end of your messages.

2. Ask the web site owner if they would like a free ebook to giveaway to their visitors. You could have them link to your web site or include your ad in the free ebook.

3. Submit content to their web site. You could write articles for their web site and include your resource

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box and link at the end of the article. If they publish it, you'll indirectly be at the top of the search engines.

4. Write an excellent article review of their web site, products or services. Then publish the review on your web site. E-mail the web site owner and tell him or her about it. They may link to your web site so their visitors read it.
5. Ask the owner of the web site if they would want to trade advertising. If you don't get as much traffic as they do, you could throw in some extra incentives.
6. Propose a cross promotion deal with the web site. You both could promote each others products or services together in one package deal. This means a mention and link back to your web site.
7. Give the web site a testimonial for their product or service. Include a little text link for your web site with the testimonial. You never know; it could end up on their ad copy.
8. Post your advertisement on their free classified ad section on their web site. You want to be sure you have an attractive headline so they will read your ad.
9. Post your text link on their free-for-all links page. You want to go back and post your link regularly so it stays towards the top.
10. Sign their guest books. You could leave a short compliment about their web site on their guest book. Just include your signature file and link at the end of your message.

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11 Ways To Indirectly Get To The Top Of Search Engines
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