

Title:

7 Ways to keep Customers Coming Back to Your Site

Word Count:

567

Summary:

<P>Targeted and engaging content encourages regular visitors Guidance for Owners/Managers </p>

Keywords:

small Business, Small Business Idea, Small Business Software

Article Body:

You've built a website. Wonderful! The next question to ask is this: Once you get

Of course, you don't want every visitor returning, but rather customers and potent

Here are seven ways to keep customers coming back to your website:

1. Run short-term specials. Internet users love a bargain, and s

2. Make your site topical. Internet users often look online to l

3. Update information regularly. Why would a user want to return

4. Hold a competition. This is a great way to get visitors excit

5. Send out an e-mail newsletter. This popular promotional tacti

6. Join niche e-mail groups. If you have the time, participating

7. Know your customers. An understanding of the needs and goals

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