

Title:
Facelift Your Website

Word Count:
954

Summary:
<p>An up-to-date website will generate custom. But failing to keep it current will leave yo

Keywords:
Small Business Startup, Small Business Ideas, Small Business Specialists

Article Body:
<p>How many times have you refreshed the graphics or content of your website? Twice? Once? Not
<p>Many businesses are still hosting first-generation sites that went up at the turn of the mi
<p>Internet-savvy businesses will refresh the content on their websites regularly. Think about
<p>It takes a little dated information for visitors to conclude they've hit a dead end . Plus,
<p>So consider this a noisy wakeup call. It's the 21st century. Is your website still looking
Site Specific Suggestions
<p>Business sites obviously run a gamut. But for the purposes of site facelifts, differences b
<p>Whatever your needs, you can now find appropriate and affordable off-the-shelf software and
<p>Here are 11 ideas culled from web marketers and developers that can modernise your site wit
1. Reduce the Number of Site Pages
<p>Focus on redesigning only the core 10 to 15 pages, suggests Matt Greer, chief executive at
2. Make the Site a Marketing Tool
<p>If you're not yet capturing data basics, such as which sites and search engines visitors ar
<p>Use pre-packaged software or a web services provider to capture detailed information about
3. Set up an E-mail Program
<p>Create an incentive for visitors to register or give you their email addresses.. Once you h
4. Create an Online Reward for Prized Customers
<p>Treat your best customers with perks or discounts. "You can give them their own area of the
5. Speed Loading Time
<p>Fancy graphics and animations are obstacles in the path of getting to information. Make sur
6. Give Visitors Greater, Self-directed Control
<p>In the past two years, Fairmont Hotels & Resorts has reworked fairmonthotels.com [link]
7. Invest in a Content Management System
<p>Stop relying on static HTML. Instead, invest in a reliable CMS (Content Management System)
8. Ensure Visibility on Search Engines
<p>The old home page of BreastCancer.org [link], a non-profit informational group based in Per
9. Align the Site to the Organisation
<p>You mighty've reinvented your business a half-dozen times over the past few years. How appr
11. Add Testimonials or Success Stories
<p>"Very few sites do this and there's no question that they add major credibility for buyers,
<p>Any of these ideas will help update your online presence. But the real advice is simply not

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