

Title:

Simple, Effective Small Business Website Tips

Word Count:

328

Summary:

When you are a small business looking to create a space online (and it's not your area of expertise)

Keywords:

web marketing, internet marketing, craigslist, no budget marketing

Article Body:

When you are a small business looking to create a space online (and it's not your area of expertise)

To start look through the eyes of the customer to identify what information is really needed or wanted.

Next try to define your business in less than 2 paragraphs. Use bullet points and tag lines to describe your business.

Always have multiple ways to contact you ~ contact forms are the easiest way to be contacted and most preferred.

Come up with one, great promotional opportunity that can be a part of your website always. This is a great way to get started.

Some other helpful hints:

- Don't Use Frames
- Always Own Your Domain, Graphics and Content.
- Buy a Domain Made up of Great Search Terms
- Name Pages on the Website with Target Search Terms
- Use Flash Only if You Must ~ Most Businesses Should Not
- Get a Maintenance Contract with a Reputable Web Designer. This Keeps Costs Down and Makes Changes Easier.

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