

Small Business News & Notes

Building Business Web Sites In Minutes

(NAPSA)—If your small business does not have a company Web site, you might know you really need one, but not know where to start. Try these tips:

- **Know your audience**—A Web site is similar to an advertisement. People who view it form opinions about your business. Sites should have a professional appearance and be easy to use.



Small businesses can use new tools to build user-friendly Web sites.

- **Don't get tied down**—It's important to be able to update your Web site quickly and easily. Make sure the solution you choose offers easy text-editing so you can quickly change prices or items directly on your Web page.

- **Friendly features**—Look for features that create good customer service—such as shopping carts, catalogues and newsletters. Some solutions let you include these at no charge.

- **Get guidance**—Whether you're a doctor, restaurant owner, lawyer or you run a small company, online tools can help you build a site that fits your needs. For example, CityMax.com provides an easy-to-use "fill-in-the-blanks" method of building a Web page.

- **Staying online**—Web sites don't have to be expensive. Prices vary (from hundreds to less than 20 dollars a month) so it can pay to shop around.

You can find more information about CityMax at www.CityMax.com.