

Small Business News & Notes

Tips On Making An Impact Online

(NAPSA)—Over the past decade, small businesses have generated 60 to 80 percent of the new jobs in the U.S., yet many believe small businesses are still underrepresented on the Web.

Some say that's because entrepreneurs often lack the time, technical information and resources to fully access the power of the Web. Fortunately, with the advent of comprehensive Web services geared explicitly for small business, all of that can change.

Here are five tips for making 2008 the year that small business makes an impact on the Web from the experts at Register.com, a Web services partner for small business.

Think Of Your Web Site As A Necessity, Not A Luxury

If your small business is not online, you may be at a disadvantage. Consumers are routinely turning to the Web to find and buy goods and services, yet only four in 10 small businesses have Web sites. Getting your business on the Web can offer a major competitive advantage.

Getting Online Is Just The Beginning

Your Web site should be designed to make an impact. That means having a clean and eye-catching design, clear navigation that makes it easy for visitors to purchase, and order/credit card capabilities.

Use Search Engines To Be Seen

Major companies optimize their sites to appear high in search rankings. This is a crucial step for rising above the noise on the Web. Packages for small business now



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exist that make it easy and affordable to optimize your site.

Keep It Fresh

Nothing sends site visitors away faster than outdated content. Regular updates are needed to keep content fresh and give Web site visitors a reason to come back. Frequent content updates can also help with search engine result rankings.

You Don't Go It Alone

While some entrepreneurs attempt to solve their own IT problems, most require technical help that is different from enterprise and consumer services. The good news is that Web services solutions specifically for small business are now available to help with every facet of your online needs.

Register.com aims to change that by helping small businesses make an impact—and reap the rewards—online.

For more information, visit www.register.com.