

YOUR WEBSITE: MAKING IT PRODUCTIVE & OWNER-FRIENDLY

Just a Website isn't enough anymore.

If you don't have a Website you are not in business! If you have a Website that can't be found through search engines by the product or service you sell, you have a business but your doors are closed! Sure this is a bit of an exaggeration, but you probably get the point.

There are many so called Website designers out there today, but don't be fooled. While a graphic artist could design an esthetically pleasing site, it probably won't be very functional. Websites are business centers. Think of your Website as a sales or customer service person that costs a lot less and works 24/7.

Information about your business changes frequently. Products, news, customer testimonials etc. are all very important pieces of information that your customers and prospects find valuable. You need a Website that YOU can update frequently and easily; without the hassle of having to wait for your Webmaster to get back to you and charge you to boot!

Here are some very important points you must consider before you have a new Website built or redesign your existing site.

CMS: Use a Content Management System that allows you to maintain ALL the content on your site without having any programming skills, including site promotion, ecommerce, targeted e-mail marketing, customer relationship management and Website statistics.

The most valuable element of your Website is **SEO** (Search Engine Optimization). By keeping your content fresh and making frequent submissions to search engines, your chance of being found on the first few pages are very good.

Targeted Email Marketing: Wouldn't you like to contact all of your customers personally to promote your business? Of course we know that this is impossible. Have a Website that contains a CRM (Customer Relationship Management) will allow you to send e-mail to targeted groups of customers depending upon their particular interest.

Ecommerce is an essential part of your Web presence, regardless of whether or not you sell many products online. For example, you might just want to sell gift certificates or collect annual membership fees. A fully functional content management site will allow you to maintain products or services that you sell. In addition, find a Web company that does not charge a transaction fee for each purchase made online.

Redundancy is also very important. You want to be sure that your Web designer has your Website stored on another Web server so in the event of a disaster, your site does not go down. I also highly recommend that you maintain a copy of you most current Website on a DVD in a safe place in the event you decide to move your site to another host.

These are basic guidelines that will help you in saving money on Web design, and increasing your sales and overall Web presence. Be sure to discuss your business requirements with a Web professional that understands your business needs and is backed by a qualified Web development and technical support team.

Dominick Malgieri's company eMarketier.com offers the most comprehensive CMS Web-based marketing tool on the market, including the latest in social networking. His company also offers teams of very

competent US-based designers and technical support people who are available six days a week. This complete solution offers small businesses a Website that looks like that belonging to a big company and the highest return on investment. Reach Dom at 732.768-4420, dmalgeri@emarketier.com or www.emarketier.com.