

CenterPoint Business News™

From Start-up to Success

March 2008

Welcome to CenterPoint Business News. In each issue we will attempt to shed light on topics that may be helpful to all business owners in running their business successfully. Whether you are just getting started, or are already running a successful enterprise, we hope that you will find food for thought, special insights, or maybe just that one idea, that when implemented, will drive your business success.

We look forward to hearing from you if there are any special topics that you would like us to delve into on these pages. Should you have suggestions, please forward them to:

Newsletters@centerpointcorporate.com.

Happy Reading!

In This Issue

10 Reasons Why Your Business Needs a Website

Search Engine Optimization vs. Search Engine Marketing

10 Reasons Why Your Business Needs a Website



***In today's high-tech world, a website can be your
business' multifaceted ticket to success!***

Many business owners wonder if their company really needs a website. You may be saying "but we're a not-for-profit organization" or "it's just a small start-up business." The bottom line is: if you have an organization or business, you should have a website. No ifs, ands or buts about it! And here's why:

10) Quick Updates

Unlike print or other media materials, websites allow you to quickly and easily update information. You can let everyone know about new products, upcoming events and even special online deals.

9) Great PR

Launching and updating your new website can help your business get noticed. Newspapers, magazines and other online news services are always looking for a good story. Creating a powerful Press Release around your site launch will help drive even more traffic to your webpage. When you send the Press Release out to the online sources, be sure to optimize it for web searches. It's also a great idea to post your Press Release on your website.

8) You're always open

With a website, you don't have to worry about time on the East Coast, West Coast, Europe or Asia because you're open 24/7/365. Your business can continue to sell even when you are fast asleep.

7) Expand your market

Traditional small businesses are often limited to a potential market in their geographic area. Creating a website changes that completely. Suddenly your potential market expands to anyone who can find you online. By listing your website in your traditional marketing like direct mail, print ads, radio or even TV, you reach out to a dramatically larger audience. Using Search Engine Marketing ("SEM") you can even reach a global audience (see the SEO vs. SEM article - this issue).

6) Customer Feedback

Blogs and online bulletin boards allow customers to talk about what's important to them and what they like or would like to see improved. You can gather this data and better position your product or services to meet your customers' needs. You can even entice visitors to take an online poll - especially if they can win a prize.

5) Customer Service

Having *Frequently Asked Questions (FAQs)* and *Contact Us* sections on your site allow visitors to learn more about your business and get in touch with you for more information. *FAQs* answer visitors' most common questions while *Contact Us* forms easily put them in touch with you when they want to know more information than they can find in your FAQ section. You can give 5-star customer service without having to answer the phone or hire additional staff.

4) Promote, Promote, Promote!

Promote your products, your services, your company, your ideas, your events and even yourself. Be sure to track which pages are attracting the most visitors, which ones create sales and which aren't getting traffic so that you can update your site (remember item 10) to stay with the ever-changing market.

3) Sell, Sell, Sell!

Your website can be the best addition to your sales team. When customers visit your site, they can see what products and services you have to offer and learn why they want to purchase from your company. Your site can operate as a marketing media, a sales person, a customer service representative and a cashier all in one!

2) Capture New Customers

Having a lot of traffic visit your website is important, but customers don't always buy the first time they visit. To make sure you are able keep in touch with these potential customers, you need to get their contact information. You can capture their information by offering a give away, a newsletter or a special promotion. Be creative! Just be sure to get their information before they leave your site.

1) Credibility

In this day and age, people expect companies to have a website. It tells potential customers that you are a viable and convenient business. Many customers, especially younger generations, will pass you over completely if you don't have a website. Your website says, "This is a legitimate business."

So no matter what your business size or what your business does - you need a website to be successful in today's high tech society. Think of your website as a convenient marketing hub and tie all your other marketing into it. Then you will have the tools and customer base you need for business success.

SEO vs. SEM

Search Engine Optimization and Search Engine Marketing; Both play a role in your website's success

Read any article about marketing today and you will find the terms "Search Engine Optimization" (SEO) and "Search Engine Marketing" (SEM). Both of these strategies share a common denominator: Search Engines. But, they are at polar opposites when it comes to implementation.

SEO is all about creating a website that is rich in content with relevant keywords incorporated in the copy, links, tags and titles. But that is only a part of the optimization process. Once you have created a rich site, then the work of getting noticed takes on a new dimension.

Page Ranking, where you show up in a search, is one key element of a rich site. This is determined by the number of "Back Links" that you have. Back links are links to your site from other web sites. This takes time and effort. You need to identify which websites are compatible with yours. Do you share a common customer, but aren't competitors? Can you negotiate some space on their site, perhaps a banner or contextual link?

What type of link would be best for you? A contextual link is better than a banner for a couple of reasons. For one, they are free. And with internet savvy customers these days, Banner Ads are known to be what they are: advertisements, and they are not considered as valuable as content. Typically you will pay either a fee for each time a visitor clicks through to your site (PPC), or a monthly fee just for the real estate. Either way, your money might be better spent with an SEM campaign.

With an SEM campaign, you are going to spend money to get placement. You will want to take a serious look at Yahoo Search Marketing and Google AdWords. Each of these top ranked search engines' advertising programs offer advertisers the ability to buy placement on the search result pages. You choose which "Keywords" (search terms) that you want to associate with your ad with and how much you are willing to spend. Then each time someone searches on one of your terms, your ad will be placed in the search results until your advertising budget is reached for that day or month.

SEO and SEM both offer avenues to reaching your customer and driving them to your website for business. SEO will take longer to achieve the exposure that SEM offers. Factors to consider when determining the best course of action for your business are your marketing budget, your ability to create a well optimized site, (this can be expensive), and how quickly you want or need to get up and running.

Most successful businesses will put both strategies into place; when and how quickly you implement them depends on your overall business plan.



Interested in reading past issues of CenterPoint Business News? Log on to:
www.centerpointcorporate.com/newsletter.asp.
For in-depth articles on building businesses check out our Business Guides at
www.centerpointcorporate.com/info_business_guides.asp.

**Should you have questions, please give us a call:
1.877.901.5800**

Quick Links

[CenterPoint](#)

[LLC vs. Corp](#)

[Why Nevada](#)

[Join Our Mailing List!](#)