



## LEARN BUSINESS BUILDING FROM THE PROS! **FASTER, BETTER, SMARTER**

**Title:** "Website Myths Revealed"  
**Instructor:** Mark Koler, Founder & President of CGSM,  
a direct marketing agency

"When was the last time you used the yellow pages or any kind of phone book? We all have them but the ease of internet search (particularly Google and Yahoo) means that fewer people are using printed books when searching for products and services.

If you have a less than great website or no website at all, you are missing a big opportunity. Rightly or wrongly, customers often judge whether or not to do business with your company on the basis of your website. Will they find you?

Here are some small business website myths revealed:

***1-It will cost tens of thousands of dollars to create a website.***

Not necessarily. There are plenty of excellent websites that can be produced for well under \$10,000 and can help drive new customers to your business.

***2- I don't have the staff to update the website.***

Today, many Content Management Systems (CMS) are so good that it is an easy task to update your website - so easy that your 12-year old can probably help you do it!

***3- I don't have lots of frequently updated content for my website.***

One way to avoid the 'brochure' website syndrome is to use things like photo galleries showing happy customers and employees, or a short video, like something that shows "behind the scenes" or the quality processes that go into your business. An interactive Q & A is another way to engage visitors.



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### ***4- All that SEO stuff is too hard to figure out.***

At VSU we hear this myth all the time. First understand that SEO simply stands for search engine optimization. So when customers are searching for you online, how can you "optimize" - which means how can you make sure you pop up at the top of the search results - so they will find you. As Mark explains, "SEO refers to using the words and phrases on your website that your customers will use when searching for the type of products and services you offer.

Let's say you are a dry cleaner and there are several competitors in your area. A new family moves into town, or an existing family is unhappy with their current drycleaner, what do you think they will type into the search engine" to find you? "Often the search phrase will include the type of business you are in (dry cleaner) as well as your area, county or town.

To create better search results on google and yahoo, create your own list of possible phrases. This can also be done by your search marketing vendor. Having a website that is search optimized is fast becoming one of the single most important things that can help your business."

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