

# online success

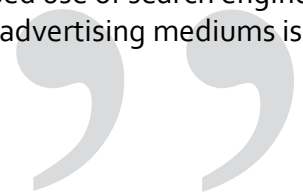


## Small Business Lagging Online?

According to research from Webvisible and Nielsen, reported by Marketing Charts, 63% of consumers and small business owners turn to the Internet first for information about local companies and 82% use search engines to do so, only 44% of small businesses have a website and half spend less than 10% of their marketing budget online.

Over the past two years, 43% of small businesses say they have increased use of search engines in their marketing efforts. In contrast, use of traditional small business advertising mediums is on the decline:

- » 23% say they use the Yellow pages less
- » 42% say they use the local newspaper less



Source: <http://www.mediapost.com>, 2008

# Just the Basics.

## How to choose a hosting company

- » Disk space and data transfer
- » Operating System (Linux vs. Windows)
- » Database and programming languages
- » FTP access
- » Shopping cart
- » Domain name (included or extra fee)

## Business Web Site No-Nos

- » **NOT HAVING A WEB SITE AT ALL.** It is better to have a 'brochure' type site than none at all.
- » **NOT UPDATING OFTEN.** Keep your content fresh. That's one way to get higher ranking in search engines (SEO).
- » **NOT USING A BUSINESS EMAIL.** Using a personal free email account screams unprofessional.
- » **NOT TELLING PEOPLE ABOUT YOUR SITE.** Boost your SEO a little more by putting your address on everything.
- » **NOT MAKING YOUR SITE CUSTOMER-CENTERED.** Use customer surveys and Web traffic stats to find out what's important to your clients then craft your site to their needs.

## What every business website needs

- » Solutions to problems
- » Clear navigation
- » Optimized images
- » Optimized text
- » Contact information
- » Tracking

## Website Don'ts

- » Don't overuse Flash animation
- » Don't have mystery-meat navigation
- » Don't have images bigger than 50kb
- » Don't hide your contact info
- » Don't design your site for YOU

## 1721 Media, LLC is a certified Minority and Women-Owned Business Enterprise

We're based in Greensboro, North Carolina. Owned by Linda L. Hargrove, 1721 Media was started in 2008.

We have expertise in custom Web design and development, marketing, content management system (CMS) customization, and technical writing. Our clients include North Carolina Agricultural and Technical State University, Forsyth Technical Community College, and Moody Publishers.

Case studies can be read online at <http://1721media.com/casestudy>. Call 1721 Media today to discuss your organization's design and marketing needs.

## Contact Info

5710-K High Point Road, Suite 122  
Greensboro, North Carolina 27407-7047  
Phone: 336.337.3583  
[www.1721media.com](http://www.1721media.com)  
[linda@1721media.com](mailto:linda@1721media.com)

## Business Classification

DUNS number: 014228828  
TIN number: 26-3441201  
NAICS Codes: 541430, 541511, 711510  
SIC Codes: 8742, 7336, 8999