

Update!

At Atkinson Graphics web design rather than print design continues to dominate.

Since my Fall newsletter I have completed 3 new websites. Visit www.atkinsongraphics.ca and click on WEB DESIGN to see the following:

1. Jennifer Holt Counselling & Consulting Services www.holtcounselling.com
2. Rose Klein Beading Supplies, Custom Designed Jewelry & Original Fibre Art www.roseklein.com
3. Utopia: Hair, Skin, Body & Sole www.utopiadayspa.ca

Return to my WEB DESIGN samples page often to view the latest websites.

As business owners, we are becoming more 'website savvy'.

According to a recent online poll, an attractive, professionally designed website increases the length of time we remain on that site.

In 2009, almost **25%** of web users indicated **poor visual presentation** (ie. bad design) as the #1 element that drives them away from websites.

In a similar poll in 2007 only **6.6%** of web users indicated **poor visual presentation** as the main reason to abandon a website. **That equates to a 267% increase during the two-year period.**¹

1. *Web Designer Wall*, written by Nick La

Twitter, Facebook or neither? That is the question.

The phenomenon of social networking is still in its infancy and it remains to be seen exactly where it will take us, but one thing is certain, it is here to stay. Facebook and Twitter are very popular and I am often being advised to tap into one or both of them as a marketing tool. Should I? Should you?

Facebook

- Appeals to people that have an insatiable need to connect with family, old friends, and new friends.
- Easy to use and encourages users to communicate within the network.
- Some people report they rarely use email anymore in their online social communications, relying almost entirely on Facebook for email, chat, image and video sharing.

Twitter

- Attracts the technically adept; bloggers, online marketers, basically anyone with something to promote seem to find Twitter extremely valuable.
- Users crave the ability to "tap into the collective consciousness" of others on the network, bouncing ideas off people around the globe.
- Limited to 140 characters per update.
- Not all people find it immediately useful until they get the hang of 'tweeting'.

For now I'm a "no" to Facebook. It may be due to my age and the generation I grew up in, but I prefer to connect with family and friends in more traditional ways and I prefer to keep my communications private. Email and the phone work well for me.

Tapping into a social network like Twitter for marketing purposes might one day be useful to me. However, it seems to make more sense for businesses that are trying to sell products online or for those who are news gatherers for magazines and newspapers.

Need a website? Your current website isn't working for you? Contact me to receive a custom designed site for a price that you can afford.

If you are the **sole proprietor** of your business, ask about **MICRO-SITES**.