

I can't remember the last time I dug into my cupboards searching for a phone book with the Yellow Pages in it. It used to be that businesses had to be listed in the Yellow Pages so that customers could contact them. It was even a sign of prestige. Now it is the internet that customers turn to for information about businesses, products, location and contact numbers.

When so many of us are using the internet as our key resource, you would expect most small businesses to have a website. Surprisingly, statistics report that only about half of them do.

## Why haven't the other half taken the online plunge?

1. Maybe they are intimidated by what they think a website will cost, OR
2. Their market is local and they do not need someone across the country to know about what they are selling, OR
3. The product or service that they are selling can only be accessed/purchased in person.

These are valid concerns and I'm sure that there are more, but as a small business owner myself, I can provide some peace-of-mind on the subject.

**Big websites cost big bucks and are necessary for big businesses. A small business might only need a few key web pages – home, about us, services, and a contact page with a map showing your location. In some cases, all that is necessary is what I call a micro-site which consists of a home page and a contact page. I try to match the price with what a client needs in a website without ever sacrificing quality.**

**Does a local business really need a website at all? Consider this, your website can still serve as your virtual business card. It is a place where you can advertise and provide information to potential customers about your business, keep in touch with potential or existing customers, and invite them to do business with you.**

The internet is the new Yellow Pages, so-to-speak. It is a matter of fact, that if you want people to find you, and if you want people to be able to get instant access to information about your business, then it would be in your best interests to get a website up and running.

## **Update on Biznik: Social Networking For Small Businesses!**

In my Fall newsletter, “Size Matters”, I mentioned that I had joined an online business network called Biznik. Since then I have entered some discussions with a few marketing professionals and web designers who are eager to share their knowledge. However, I have limited time to spend on social networking and I suspect that you get out of it what you put into it. I'll keep at it and let you know what comes of it, if anything.

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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**.