

# Suggestions for Making the Most of Your Internet Site

Your Internet presence can build new business, add profitability and make you more productive. Make sure you make your site fly high.

by Figtree Consulting, Inc.

**W**eb sites are like a yellow pages listing – a necessity. *Your company is expected to be found there.*

With the right site, you can inexpensively promote, train, take orders 24 hours a day, every day, offer customer support, get information to and from customers and prospects and more.

## What can you have on your site?

- Introduction to your company
- Prospects can register themselves as leads
- 24 x 7 order taking
- Request for information forms
- Product descriptions
- Specials
- Product literature
- Frequently Asked Questions
- Training on the use of your product
- Password protected information for existing customers with:
  - Status of orders
  - Delivery information
  - Copies of invoices and other documents
  - Installation instructions
- Information for your sales staff
- Newsletters
- Coupons
- Information of general interest about your industry
- Discussion groups

## Dos and Don'ts

- ❑ **DON'T** leave stale information on your site (watch out that dated information is current)
- ❑ **Do** put up new information regularly
- ❑ **Do** make sure that your site is registered with many search engines
- ❑ **Do** select indexing phrases that will bring up references to your site at the proper time
- ❑ Make site pleasant and interesting to view – make sure that it has an appearance that will enhance the image of your company
- ❑ Make site clearly organized and easy to navigate
- ❑ Site should be able to be used by different web browsers and different versions of web browsers
- ❑ Site should load quickly before viewers lose interest
- ❑ Make sure that writing is clear and concise
- ❑ Get the best possible connection

**Figtree** can advise you and work with you to develop a site that will help your business take flight. Take advantage of our business experience to tap the huge potential of the Web. Call us for a free appointment to discuss your business and automation objectives.