

The business web presence: 1999 v. 2009

By Heather Gurewitz

Fall storms are upon us, and the last thing anyone wants to do is leave the house. So now is a great time to work on a web presence for your business. Back in 1999, a website was enough.

Now, having a website is equivalent to having a pulse. In 2009, there's a "new" web presence. It's called the hub. Your website is the central focus, but in order to drive traffic to your site, you need external content. Here are some important tips for your new web presence.

"All roads lead to home." Having the site is no longer enough to market your business. In 2009 your website should be the "hub" for all Internet marketing. This means that whether you advertise on third party sites, use social networking, blogs,

Youtube videos, or twitter, everything should link people back to your main website.

"Be the change you want to see."

Normally Gandhi is quoted in regards to social change, but in your "new" web presence this is an essential concept. Don't market your business as something it's not and don't offer services or products you can't deliver. Why? Consumers now have an equal voice on the web, and bad reviews are more powerful than good marketing. Develop your business image and remember that marketing doesn't stop when the customer hands you their cash.

Back in 1999, it cost thousands of dollars to have a great website. In 2009, you can have a great hub/site to market your business for minimal fees. In 1999 you may not have

needed a website, but now with iPhones and Blackberries, people are using the Internet to find everything from plumbers to plane tickets. So, how do you find out if your web presence is up-to-date or if you should have a site for your dry cleaning business?

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