



## Part of the Washington SBDC Podcast Series

*insight • solutions • success*

### Is Your Website Producing Results? :

The key is *traffic* called hits = the people who visit a website for **information, products or services**.

#### Tips:

- You should give customers a reason to stay and a reason to return
  - **Informational websites** can make money by the sale of advertising space to other businesses in related fields. For example, a bridal shop can sell advertising space to photographers and caterers.
  - **Selling products or services** is more complicated but can widen your market area. They need to be more secure and store more information but can provide a more substantial return on investment.
- *You should be listed with search engines.* Search yourself online to see how visible your business is.
- Include your *website information on all correspondence* and business cards.
- Your website should be reviewed and edited continuously to keep it looking streamlined.
- *Offline advertising* is important to draw attention to the website.
- Include an FAQ
- Publish a newsletter that is delivered via email.
- Archive newsletters by topic on the website for future references.
- *Research before and after* to make sure your website is benefitting you.

*Your website needs to provide results.*

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