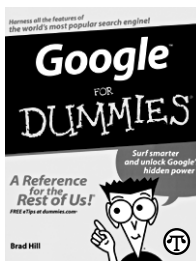


Small Business News & Notes

Searching Online

(NAPSA)—The old business expression “time is money” should probably be revised for the digital age. In the era of Web pages and e-commerce, it might be more accurate to say “hits are money.”

For an Internet business, there are a number of ways to attract potential customers to a Web site. However, the simplest and most cost-effective way is making sure that the site is “found” by search engines. That’s where a helpful new book comes in.



In *Google For Dummies* (Wiley, \$21.99), columnist Brad Hill details the ins and outs of the world’s most popular search engine—a site that regularly draws more than 14 million users per week.

In the book, Hill offers advice for making your business site more “appealing” to Google’s search algorithm. In addition, the useful tome provides tips on using the Internet to track down helpful information for day-to-day business operations.

Google For Dummies is for anyone interested in taking full advantage of the most universally recognized Web site/search engine and its expanding set of features. It is available at bookstores, or online at www.dummies.com.