

# Computer Connection

## Staking Your Claim To The World Wide Web

(NAPSA)—The best place to start improving your home-based Internet business is at the beginning—the Web site itself.

Five tips to make your Web copy effective and your Web site sell:

1. Use crisp graphics with attractive color combinations and readable text size.



**A new software package helps individuals create and manage a Web site.**

2. Less is More: Try linking more detailed descriptions from buttons off the homepage.

3. Let visitors know what you do or what you offer in simple terms as soon as they enter your Web site.

4. Edit your homepage to include the best reasons why visitors should stay. With headlines that entice.

5. Design your Web site with a Web editor, like Namo WebEditor 5.5, that accommodates both design elements as well as the technical power you need to stay competitive.

WebEditor 5.5 offers professional level design components (WebCanvas), and technology advancements for all levels of computer experience. With over 200 design templates to drag and drop photos, text or even Java scripts (to create your own special pop-up windows) it will meet both your current and future needs for staking your claim to the World Wide Web. Headquartered in Stoneham, MA, Namo WebEditor 5.5 is available at CompUSA, J&R, Office Depot and MicroCenter and Fry's for \$99.99 or visit [www.namo.com](http://www.namo.com).