

# Small Business News & Notes

## Five Steps To Getting Your Small Business Online

(NAPSA)—The Internet is such a big part of everyday business that you can't afford to ignore it. Any business adviser will tell you that you've got to be online.

One solution is to create a Web site. It doesn't have to be fancy, just appealing. After you've developed it, use search engine optimization tools to maximize your "searchability" and then promote, promote, promote. But what if you don't have a Web site? You can still take advantage of what the Internet has to offer. Local.com, a leading search engine provider, offers some tips on ways to do it:

**Search Engines**—Think geographically and sign up with a local search engine. Although it's "World Wide," the "Web" is a direct way to reach your nearby local customers as well. Look for search engines that offer free listings.

**Enhanced Listings**—While many search engine listings are free, remember that enhanced paid listings are a vital form of advertising that can put money back in your pocket and provide a tremendous ROI. The local search engines often offer low-cost enhanced listings, which offer you the option to list additional information about your business, including a detailed business description, your logo, photos of your business, your Web site and special offers.

**Category/Location-Specific Targeting**—Get your business at

the top of the listings for your business category and location. This service is offered at a low annual rate and allows you to be listed at the top of your business type in a specific city or region, above your competitors. It doesn't get any more targeted.

---

**Optimizing the content and structure of your business listings and your Web site can make all the difference in the world.** ®

---

**Pay-Per-Click and Banner Advertising**—As an online advertiser, you can choose from any combination of the following: geography (country, city, zip/postal, DMA, area code), day part, weekday, frequency, channel, language, OS, browser, ISP, bandwidth and user agent.

**Optimize**—Enhancing your listings (and your Web site) is a way to target local consumers. Search engine optimization, called "SEO," is the process of analyzing and optimizing Web sites so that search engines will find them more easily. High rankings have been proven to generate more traffic than any other form of online marketing. Optimizing the content and structure of your business listings and your Web site can make all the difference in the world. SEO is a quick and efficient way to reach more consumers.

For more information, visit [www.local.com](http://www.local.com).