

BACKGROUND ON **BUSINESS**

Make A Wave With Your Web Site

(NAPSA)—When was the last time you went surfing? While surfing is a popular water sport, it is also a term for browsing online. Clients surfing the Internet could be looking for your Web site. Maybe it's time to get your business on the information superhighway.

A Web site might be the first introduction that potential customers have to your business. Here are some tips to help you create a Web site that will give them the best first impression and encourage them to use your products or services:

- Consider your audience
- Create clean, structured pages
- Make navigation user-friendly and accessible
- Incorporate both pictures and text
- Choose color and font wisely
- Check your site carefully before going "live"
- Keep information current

If you don't have the skills needed to create the site yourself or don't have time to commit to the project, hire someone. Even if you are on a limited budget, chances are you can find a Webmaster in your price range.

Members of the Alliance for Affordable Services have access to economical, professional Web site development, hosting and technical and site support through Members Online. In addition, Alliance members enjoy countless other business, personal and health benefits. For more information, visit www.AffordableServices.org or call (800) 733-2242.