

BUSINESS IDEAS

Helping Small Businesses Succeed

(NAPSA)—Small businesses may soon find it easier to get the help they need from the U.S. Small Business Administration (SBA).

The SBA recently updated its site to provide easier access to information about ways to start up, succeed and grow.

With the new and improved SBA.gov, business owners can access the answers they need specific to their business profile.

While the site features a variety of enhancements including a full redesign, new content and improved navigation, the centerpiece is a dynamic web tool called SBA Direct.

Using SBA Direct, visitors to the site can personalize their browsing experience according to business type, geography and needs.

The Web tool will then deliver relevant and targeted information on all aspects of running a business, such as the steps involved in getting started, business growth strategies and how to stay compliant with the laws. It also provides information on available SBA programs that can help businesses succeed, such as financial assistance, exporting and government contracting opportunities, counseling and training.

“Transforming the SBA into a proactive, responsive and ‘customer-centric’ organization that better serves the needs of small businesses is an exciting yet enormous effort,” said SBA Administrator Karen Mills. “We’ve made



The newly redesigned site will make it easier to access information that can help small businesses grow.

demonstrable progress and the new site is just one example among many, including record growth capital financing, expedited loan approvals and the acceleration of disaster assistance resources and funds.”

New features on the site include:

- A small-business search that improves the accuracy and relevancy of search results—saving time and frustration
- Improved navigation that gives users one-click access to the information they need
- Integration of Business.gov content including a variety of guides and tools that collate information from across government agencies.

The SBA has also increased its presence on Twitter, Facebook and YouTube.

For more information, visit www.SBA.gov.