

# BACKGROUND ON BUSINESS

## Get Your Business Online, Get Noticed —Easily and Affordably

(NAPSA)—Seven out of 10 small business owners still lack a presence on the Internet, according to The Kelsey Group, a provider of research and analysis of electronic directories. Many business owners fear the cost and question the value of a Web site. However, one of the least expensive and best ways to grow a small business today is to set up shop on the Web.

Whether it's marketing your business, setting up an online store, or providing a point of contact, a Web site can help new customers find you and serve existing customers better. In a study conducted by A.C. Nielsen, a marketing research firm, more than half of small business owners with a Web site say they have seen profits grow since they went online.

Some small business owners read how-to books, buy expensive software or hire designers to create a site. However, companies like Network Solutions, make it easier and cheaper by providing easy-to-use tools to create, maintain and host a Web site.

"Every small business should have a Web site, whether it's a contact page or a full-blown e-commerce site," said Champ



Mitchell, CEO of Network Solutions. "A Web site is a great equalizer for small businesses, giving them the power to compete with just about anyone."

Using Network Solutions' services, a small business owner can register a Web site name—called a domain name—create a Web site and have it up and running in a few hours.

"Choose a domain name that relates to your product or service so customers can find your site easily," added Mitchell. "And by matching your company's e-mail addresses with a customized domain name, it looks professional and promotes your business with every e-mail you send."

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