business trends

Can They Find Your Small Business Online?

(NAPSA)—One of the biggest problems small businesses have is making sure their online site is meeting their needs. Research shows that among the key challenges identified by small and medium-sized businesses were the lack of time to regularly update their site content, a need to redesign their site and a lack of traffic to their Web site. One survey confirmed that less than half of companies approached said that they were actively marketing their site, although more than two-thirds indicated they want to use their site to market their business and increase new customers and sales.

The good news is that there are now a number of tools that can take the headache out of developing a site and keeping it current. According to Ken Maier, of the Web-hosting company Verio, "With Verio's Do-It-For-Me Web site design and Do-It-Yourself tools, businesses can choose to have professionals affordably develop a site to meet specific business needs or customize a Web site on their own to help reach new customers online."

Do It Yourself Tools

For those companies that want to do it themselves, Verio's EasySite Web site builder can make Web design quick and easy. Just follow the simple steps to create your own site and publish it on the Internet in just a few min-

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utes. You can create well-designed home pages with standard features, photo albums, a Flash intro movie, feedback forms and more.

Do It For Me

Businesses can leave the design, creation and ongoing maintenance and updates of their site to experienced professionals at Verio. Customers engage in a personal interview and needs assessment to ensure the site meets their business requirements and can expect to have their new site ready in a matter of days to help their business get up and running quickly. Site updates and maintenance are included, and Verio offers an all-in-one solution that not only handles the creation of a customer's site, but the marketing and promotion of it as well.

To learn more, visit www. verio.com/online-marketing.