

## Strengthen Your Company!

We've all read article after article telling us that every company needs a website. You've probably followed the advice and have a website; maybe you're even on your second or third website. That's great but is your website living up to your expectations? Saving you money, improving efficiency, bringing in new clients, helping retain current clients? Probably not or at least not as much as it should be.

Think of your website not as a website (you know, that electronic thing out there in cyberspace someplace) but as the driving force of your company, the very core of the company. The entity that drives business practices, increases organizational efficiency and effectiveness, streamlines paperless marketing, supports your staff and leverages their knowledge and skills, and is an invaluable resource for your consumers. The website is more than just having a presence on the web!

Investing in a good website is investing in the future. It's about being in the right position when the economy starts to improve and being able to take advantage of opportunities. A properly designed and implemented website (that website that is the very core of your company) can be just the tool needed to stay alive, stay competitive, and emerge from the downturned economy stronger than ever!

Here's some steps to get you started:

1. Evaluate your current website. Do you have a content management system (can you change the content and pictures daily)? If not, start thinking about a new website. If your website is outdated, start thinking about a new website too. A simple, modern website can be as cheap as a few thousand dollars - not a huge investment considering the benefits. If you like your website and it can be updated easily, do you change the content frequently (not twice a year, do you change it daily? Weekly? Monthly?)? If not, you need to start. Why should customers return to your website if it's the same as it always has been? "I've seen it once, why should I look at it again?"