

# woody bibens

& associates

## Use Your Web site

Give your customers a reason to look at the website again! Put information about the latest products, sale, press releases on the homepage. If you have an event, market it. If you're a garden center, tell people how to solve their bug problems or which plant to buy this week. If you're a grocery store, tell people what fruit is in season and how to serve it for dinner. Then, tell them something else next week!

Now, make it a company rule to have your website as the default web page on any company owned computer. Not only does it look nicer to someone walking through the office (and removes the temptation to read the entire msn web page every time you need to find something online!) but it reminds staff to let you know if it hasn't been updated recently or if there is some great product that needs to be featured next week.