

Your Business Matters!

BROUGHT TO YOU BY:



IN PARTNERSHIP WITH:



Services offered at the BRC:

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

Avoid These Website Pitfalls.....

The #1 Web Marketing Mistake that you want to avoid is to have a high search engine ranking which results in more traffic to your site, but not being concerned about the content and image that you are portraying. More visitors to your site does not mean more sales – a top search engine ranking will not help you make more money if your site isn't a lead generating, selling machine.

Just as important as knowing what to do to create a website is knowing what problems to avoid. The following is a list of 5 common pitfalls to avoid:

- **A cluttered website:** There should not be too much text on each page. Be consistent with colours, fonts and text sizes. Pictures, graphics and animation can be effective, however avoid having too much. Be sure to break up text with appropriate headings.
- **Unable to find information easily:** Menu items should be clear and obvious to the client – make sure you make it easy for the client to contact you for more information.
- **Not having enough information:** Customers usually want to know a company's location, hours of business, products and services and how to get in touch easily. Not having this information is frustrating to a client and they will not likely return to your website to give you another opportunity.
- **Insufficient Information explaining your products and services:** Be sure to highlight the advantages and benefits of your products and services.
- **Outdated Information:** Make sure all links, phone numbers, product availability, prices and other key information is current and updated regularly.



E-Business Workshop Series 2009

A series of 4 detailed workshops has been scheduled to take place at the BRC – 1 Market Square, Suite 201. Sessions included are:

- Search Engine Optimization and Social Networking
- E-Business and your Current System
- Online Display Advertising and Creating a Web Presence
- Protecting your Business & Purchasing/Selling Online. For more information contact the BRC at 519-756-4269 or www.businessresourcecentre.ca.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
Royal Bank Business Centre 519-758-2500 www.rbcroyalbank.com