

January 19, 2005 - B.I.G. Conference  
“Focus on Marketing — Web Design”  
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AllAboutNicheMarketing.com

Make time for marketing

Budget for marketing

Choosing your domain name

- Purchase and manage domains - <http://www.godaddy.com>
- Come up with domain name ideas and see which domains are taken - <http://www.namedroppers.com>

Building a website

- Anyone can build a professional website with <http://www.smallbizwebshops.com>

Don't use your brochure

Design to encourage BUYING

Can the consumer easily find what they are looking for?

Avoid temptation to showcase your hobbies, political interests, etc.

What makes your company unique?

General web design tips (simple design, easy navigation, use quality pictures, incorporate keywords, put links and “about us” on separate pages)

Get in the search engines either through SEO or PPC.

\*\*For more tips on building websites that are designed for Internet marketing, please visit <http://www.allaboutnichemarketing.com> and click on the button for “Free Info — Internet Mktg”