

Building Your Company Website

Getting Your Company Online

(NAPSA)—Whether it's the butcher, the baker, or the candlestick maker, it seems that nearly every business, regardless of size, has—or wants—its own Web site.

These days, setting up a well-designed site—and advertising it properly, through banner ads, search engines and on all company stationery—is like putting out an “open for business” sign, with millions of “wired” customers ready to check out your products and services.

Before you set up shop on the Web, however, know that there are features you must include in order for a business site to be effective. According to the experts at Homestead Technologies, the following suggestions can help your customers and give a new site instant staying power.

- Make sure your site has an ‘About the Company’ section that explains your company’s goals, philosophy and accomplishments. This can help attract the customers you are seeking.

- A frequently asked questions (FAQ) section can provide quick answers to common customer questions and streamline your customer’s online experience.

- Put contact information—such as your company’s e-mail address, phone number and



An FAQ section on a Web site can provide quick answers to common customer questions.

address—in a single, easy-to-find place, thus making the site more user-friendly and making your online presence more inviting to potential customers.

These suggestions and more can be found in a free 20-page booklet from Homestead Technologies. To get a copy of *Getting Your Business Online*, visit the Web site at guide.homestead.com.

With more than 12 million members, Homestead is recognized as a leading online Web site building service. It is said to provide online, everything a company needs to start, build and maintain a Web site.

To learn more, visit the Web site at www.homestead.com.