

# Pier-Pointer *Tips and Pointers*

*for your Website..*

## **WHAT DOES YOUR WEBSITE DO FOR YOU?**

Its the first place potential customers, employees or investors will go to learn about you, your company and what you represent. In a few short seconds visitors to your website size-up your image, make a judgment call, and either engage or move on.

Search engines and potential customers look for impact from your website in two major areas: *Relevance* and *Trust*. Building both can drive your credibility and your business forward. Begin by asking yourself a few key questions:

- *Why do we have a website?*
- *What purpose is it supposed to serve?*
- *Do people immediately "get" what our business is all about, what we value, and how we're going to solve their problem?*

### **Your website is a strategic part of your business.**

Even when you're not at work, your website should be *helping your business grow*. Ask yourself what your website is doing for you and whether it's aligned with your business needs and objectives.

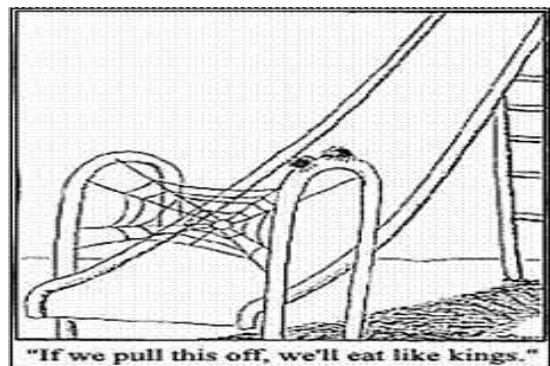
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### **Do You Need to Accept Payments..?**

**PayPal** is a very popular online payment option that allows small business owners to accept online payments without having a traditional merchant account.

Through PayPal business services, you can accept credit cards online or by phone. You can also generate and track invoices through your PayPal account so you get paid faster. Visit <http://paypal.com> for more information.

**TIP:** Make your home page a to-the-point summary. Since your home page is the most common entrance to your website, it should describe how customers will gain or benefit from your content, products, or services. If visitors can't quickly figure out what's in it for them, they'll click that back button. Poof, they're gone!



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