Pier-Pointer *Tips and Pointers*

A Web Site levels the Playing Field..

for your Website..

Clearly there are numerous reasons why even the smallest of businesses can benefit from a Web presence, but **here are five key considerations**:

1. **Visibility:** With more and more consumers logging onto the Web to research products and services, if they are going to find your business, your business needs to be on the Web.
2. **Reach:** With a Web site, you are no longer limited to a customer base that is in physical proximity to your shop. Your place of business may be in Boston, but your customers can be in Bangkok.
3. **Customer service:** When customers can log onto your Web site and easily find the information they want-when they want it-their satisfaction increases.
4. **Competition:** A professional looking Web site can level the playing field for smaller companies trying to compete against larger enterprises. It's also a way to stay in the game; even if people can't find you on the Web chances are they can find your competitors.
5. **Credibility:** When you can point customers, partners, even potential employees or investors to a Web site, it tells them you are a serious business.

Thinking of OnLine Selling..?

Abante Cart **is a free PHP based eCommerce solution** for merchants providing the ability to create an online business and sell products online quickly and efficiently. This application is built and supported by experienced enthusiasts that are passionate about their work and contribution to rapidly evolving eCommerce industry. AbanteCart is more than just a shopping cart, it is a rapidly growing eCommerce platform with many benefits.

This is just 1 of 39 different FREE eCommerce tools available to customers who Host their website with **Pier-point Web Services**. Ask us about these FREE tools included in our Hosting packages..

Abante Cart has a Open Software License.

SEO 'helping it to make sense'

Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a result for searches of a certain keyword. When it comes to SEO, there's you, the search engine, and the searcher. If you have an article about how to make vegan lasagna, you want the search engine (which, in 90% of all cases, is Google) to show it as a top result to anyone who searches for the phrase "vegan lasagna.

"SEO is the magic you have to work into your article in order to make Google very likely to include your post as one of the top results whenever someone searches for that keyword.

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