

ITS 2010 – TIME TO RAMP UP YOUR INTERNET PRESENCE!

Okay people, the saying “welcome to the 21st century” should no longer be in your vocabulary! Now that we’ve rang in two-thousand and ten, everybody needs to be up to speed on the ways of the world wide web – but what does this mean to your personal website specifically?

The following is a list of the top 5 ways your website should function for you, ensuring that you are receiving maximum profitability from your site.

1. **No phone call required!** I don’t mean eliminating the telephone and fax machine all together, but there should be no need for people to contact you in those ways. Email (ideally one that coincides with your domain name), forms and links to your social media accounts will maximize the convenience of your website – people don’t have time to muck around with pen and paper – firing off a quick email or tweet is what your customer wants!
2. **Incoming Links from other sites!** Think of it as online networking. Okay, so maybe people can go to Google, type in “Heather Duthie” and my website pops up, but that’s not good enough. You want people to access your website from several different avenues and the best way to do this is to establish a good amount of links to your website from other sites. Friends, business associates and social media accounts (such as Twitter and Facebook) are good places to start! In the end, it’s all about generating traffic.
3. **Links on your website to others!** Now this is strictly a PR theory. Obviously, be picky about whose websites you link to – and pay close attention that you aren’t differing business that could be yours to somebody else! Think of your links as a buddy system... something like “I’ll link to your site if you link to my site”! In addition, if you are a member of any associations, carry exclusive products or endorse anything, make sure you have these links on your website! Plus, it makes you look popular. Wink Wink.
4. **Facebook Groups!** Let me start by saying, if you are not on Facebook and/or Twitter you should be or else you’re being left in the dust (and the 90’s ☺). Did you know you don’t have to create personal profiles? You can sign up for strictly professional purposes and utilize these networking phenomenons in the same way. Remember #2 – this is a wonderful way to link to your website!
5. **Visual Stimulation!** Let’s go back 20 years or so... websites were used as a way to post information for people to read about you – a new and convenient way to share documents, etc. Fast forward to 2010 and you’ll notice there’s been a dramatic shift in websites of this era! To sum it up, you need pictures, lots of pictures and not so many rambling paragraphs about what you do, how great you are and your favorite things... catch my drift? We as humans are visual creatures and your website needs to be exciting and eye catching!

Welcome to 2010! Now everybody get out there and make your internet presence better than it’s ever been. If you have any questions about any suggestions I’ve made, please email me heather@barnspider.ca or check out my *new website coming soon* <http://www.heathercroweduthie.com>.

Happiness to all; Heather D.