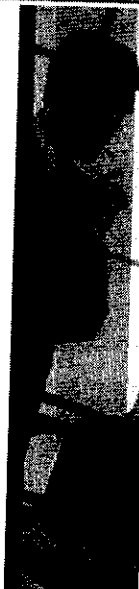
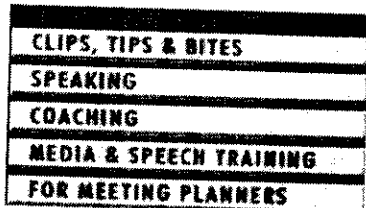




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## Clips, Tips & Bites

### Beware: Five Website Mistakes to Avoid

Almost every business, regardless of size, has a website these days. Some are Madison Avenue. Some are Main Street. Regardless of which type you have - or will have - here are five of the most common mistakes businesses make with their websites.

#### 1. Hiding.

Make it easy for people to contact you via snail mail, telephone and fax, not just email. List your basic contact information on every page and have even more details under a "contact us" link.

#### 2. Dating.

This mistake starts when you design your site. Ask yourself how much time and effort you can put into updating your site. If the answer is "not a lot," don't build a site that requires a lot of updating. Once a visitor finds one item that's out of date, they're likely to assume everything else is too.

#### 3. Creating.

Your website is nothing more than an interactive, electronic brochure. Keep it simple. Don't let creativity kill your message. Just like with brochures and marketing materials, your message is the most important part of your website.

#### 4. Refusing.

It's amazing how many websites don't have a section for people to buy products. Four years ago you could legitimately argue that the technology was too advanced. Not anymore, though. Anyone who can build a site can easily and inexpensively add a shopping cart that allows you to sell products on your site.

#### 5. Naming.

There are a lot of Internet companies that offer to build a free, simple website for your business. The catch usually is that people must go through that company's site to get to yours. Your website address might be [www.MarkMontini.com/YourBusiness.htm](http://www.MarkMontini.com/YourBusiness.htm). How are people going to remember that? Even if you're not going to build your site for a few months, visit [www.register.com](http://www.register.com) today and reserve a domain name people will remember like [www.EasyAutoLoans.com](http://www.EasyAutoLoans.com). It only costs \$35 per year.

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