

## How Effective are Small to Medium Business Websites?

By C.B. Whittemore

Dated: Nov 08, 2010

*Small to medium business owners often assume that once their website launched, they no longer need to pay attention to it and miss out on opportunities to increase online visibility, improve their marketing effectiveness and connect with customers.*

Kinnelon, NJ – Many small to medium business owners assume that once their website launched, they no longer need to pay attention to it. As a result, they miss out on opportunities to increase their visibility online, improve their marketing effectiveness and strengthen the possibility of connecting with customers. Best to regularly assess how effective a website is in promoting a business to yield marketing benefits.

“To remain visible online over time and strengthen marketing effectiveness, a small to medium business must ensure that its website content is as fresh and relevant as possible,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now, a marketing consultancy focused on helping small to medium businesses make their marketing more effective. “Just as you would update and freshen up your physical store windows and displays, so must you update your website content. Your website is a vital marketing tool.”

An important first step for a small to medium business is assessing whether a website reinforces the value proposition that the business promotes to potential customers. This will be evident in the keywords that each individual web page focuses on as well as each page’s content. “Ultimately, both should be relevant to how potential customers search for what a business has to offer,” adds Whittemore.

Another aspect of assessing how effective a business website is requires examining off-site digital strongholds such as LinkedIn, Facebook and Google Places and determining whether those presences consistently communicate and reinforce the customer-focused message that a website does.

Finally, small and medium businesses should take advantage of opportunities to create and publish new content on a regular basis to further reinforce business expertise and remain fresh in customers’ search results.

For more information on how to ensure that business websites work hard and are effective, read Whittemore’s Marketing Profs article titled “10 Tips for Being Found Online & Connecting With Customers” - <http://www.mpdailyfix.com/10-tips-for-being-found-connecting-with-customers/> or contact her for information about one-on-one consultation sessions.

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About Simple Marketing Now LLC: Simple Marketing Now, a marketing communications consultancy, helps organizations make their marketing more effective with social media and content marketing to better connect with customers and improve business profitability.

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Tags marketing effectiveness, small to medium business websites, small business website, business websites  
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