

7 Misconceptions of Operating a Website.

#1 Having a website alone will not guarantee you internet success. Unless you are only using a website to facilitate current business or augment current business structures, your business will fail unless you actively and aggressively market your web site online. Last year, there were over 300 million reported web sites, what will set you apart?

#2 Treat your website like any other form of productive advertising. Cheap websites do one thing: cheapen your brand and your overall image. Take the time to find a quality web design and development firm and get what you pay for.

#3 Hosting your website is not an option, and every website requires it. Without hosting, your website is 'homeless' and will not be served to the internet for site visitor access. With that said, stop being cheap and fork up more than \$8/mo for your hosting services because if your host fails... your site fails.

#4 Search engines read text- and only text. Flash design and images will enhance the aesthetics of your website but will ultimately hurt your ability to naturally rank well with the search engines. And by the way... you need that.

#5 Do not spam people when email marketing. Spammers are criminals and you will go to jail for it. Allow recipients of your email marketing materials to EASILY opt out of future reception.

#6 Internet marketing is not just a great idea and something you should look into... internet marketing is ABSOLUTELY the key to the success of your website and your company online. PERIOD! Whether you choose to participate in Pay Per Click marketing, search engine optimization, viral and social network marketing, etc please, please, please stop doubting like Thomas and engage!

#7 Despite popular belief, there are not thousands of relevant website directories, and you cannot honestly believe that by submitting your URL to them you will acquire relevant links to your site to increase your sites natural search engine ranking. Relevant links will increase your SEO ranking, but **relevant** is the key word. Typically paid directories are far more beneficial because not every Tom, Dick and Harry is submitting their website to the paid directories, thus increasing their value. Furthermore, paid directories actually have an editorial process... go figure.

Doing nothing on the web for your business? Are you waiting for all of your competitors to experience great success on the web before you hop aboard 100 steps behind or do you think it's time to get involved?

Read 'em. Live 'em. Your site and success is depending on it.