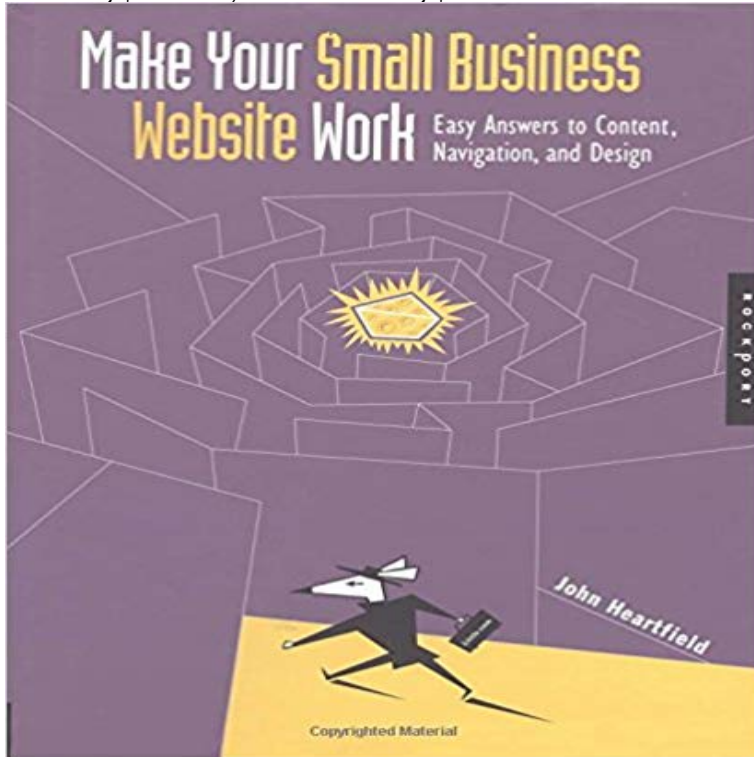


Make Your Small Business Web Site Work: Easy Answers to Content, Navigation, and Design



Although it may seem like everyone has a website these days, this is not 100 percent true. Small companies with and without websites struggle with 2 main design issues: What should be on my website and how do I organize and build a website that will be effective for my business? This book provides answers to these questions and specifically addresses the fact that although a website is not for every company, it can be a cost-effective tool for small companies who do not have a big marketing budget or large distribution networks. This book will help small companies sculpt their content and build navigation systems that meet their specific needs and maximize the site's potential.

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