



Have a Happy and Prosperous 2008!

Inside this issue:

Website Redesign	1
Benefits of Good Content	2
Rules for Marketing	2

REASONS TO CONSIDER REDESIGNING YOUR WEBSITE

As we start a new year, now is a great time to reevaluate your website's effectiveness and consider the image it presents of your company then incorporate new design features to promote improvement.

One factor that contributes to the overall success of your company is good website promotion. There are many different



ways to increase website exposure that include search engine optimization, email campaigns, and directory inclusion. Before you can realize good website promotion, you need to make sure your website is as professional looking and appealing to your target market as it can be.

In order to increase search engine effectiveness, the best keywords need to be chosen to get your website recognized in more searches.

Is the information on your website appealing enough or can it easily be understood? The way that your website is worded affects the way it impacts someone that is browsing through it. Making sure that it sounds as appealing as possible is very important to your success.

Another important consideration to site visitors is good graphics.

- They make your overall website look more appealing to anyone who visits it.
- Good graphic design also adds to the style of your website.
- If you have a company website, high-quality graphic design will increase the overall success of your website.

One thing that people hate most about poorly designed websites is when they are not easy to use. When people use a website that has confusing navigation, chances are they will not revisit the website again.

The most important thing to know about website design is that a website conveys the image of your company. You want that image to be professional and have up-to date content.



Why Is Website Redesign So Beneficial?

- The appearance of your website will be improved through better graphics.
- Your website promotion will be more successful and optimization will increase search results.
- The net result will be increased sales or use of your services.

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FIVE BENEFITS OF HIGH-VALUE CONTENT



High-Value content has greater value for the reader, but it also benefits the author / publisher. Here are the top six benefits of creating high-value website content for your small business website:

1. It keeps people on your website longer.
2. It makes people more inclined to trust you.
3. It encourages readers to recommend

the site to others.

4. It encourages other webmasters to link to your content.
5. It helps you improve your search engine ranking and visibility.
6. It improves sales.

RULES FOR INTERNET MARKETING



There are a number of different ways to use internet marketing strategies to drive targeted traffic to your website, blog, or sales page. Targeted traffic are visitors that have

an interest in your product or service. That traffic then has to be converted into sales. This simple formula illustrates this process:

Traffic + Conversions = Sales

Keeping this formula in your mind will

help you in your internet marketing efforts because you will realize that you not only have to generate traffic, but also turn those visitors into buyers.

Furthermore, there are 7 basic rules to follow when applying this formula. These rules are relevant to all forms of marketing, but are especially important for online marketing where inexperienced people can "burn" a lot of money quickly and become very discouraged.

1. All marketing involves RISK.
2. Test small first.

3. Be consistent.
4. Set a budget.
5. Diversify.
6. Learn how to write effective copy.
7. Take action, test, and track.

Very simple changes can greatly increase the productivity of an ad campaign. Marketing takes constant work, so be prepared to constantly make revisions and changes. Keep in mind, always remember to minimize your risk and work within your established budget.

On the Web!

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Network Marketing Group is a collective group of professionals that have 22 years experience in the fields of Website Design, Data Base Management, and Internet Marketing and Advertising Services. Through our collective talents and expertise we are ideally suited to provide comprehensive website design and marketing consultation services in addition to reliable website hosting to serve the needs of the individual entrepreneur and small sized business.

We can offer very competitive pricing and continue to provide our clients personal attention. Your project will be our priority. We will work not only to understand what you want, but to understand what you do in order to create the web site design that meets your goals and promotes your business best.

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