

Range Business Services Newsletter

Special points of interest:

- Website Tips for Small Business
- Ecommerce
- Videos
- Social Media

“SEO stands for Search Engine Optimization...in a nutshell is basically means that your website is created and written so the search engines..can find your website.”

Website Tips for Small Businesses

A website is one of the most powerful tools that small and midsize business owners have in their advertising arsenal. A website establishes a 24/7 online presence that gives visitors information about your business, products, services and other advertising media.

There are several things to consider when designing or managing your small business website. The first issue is planning. When planning your small business website, you need to keep future growth and your target audience in mind.

Future Growth

You want your website to lead your company into

growth, not follow it. That is why it is important to keep future growth in mind when designing your site. Website design can be time consuming and expensive and you want to put time into evaluating your future needs to make sure your website is designed to accommodate them. Are you going to be active in social media? Are you going to accept online payments? Are you going to make videos? Slideshows? Maybe have an online store? Allow customers to participate in online discussion? These are all items you should think about when designing your site and if you see a need for these items in

the future.

Target Audience

The second thing you should think about is your target audience and what they would like to see on your website. Your goal is to convert views of your website into sales. Then you need to decide which website features will best accomplish that. People design a website without their target audience in mind end up wasting time and money on advertising that is not converting to sales and income.

Ecommerce: How to Accept Credit Cards Online

There are numerous options for small businesses to accept credit card payments online and sometimes all the options can get confusing. There are basically two methods:

1. Real time processing
2. Collect and process by hand

In real time online credit card processing, the customer submits the

information and it is processed right away. The advantage to this is that the payment is processed right away but the disadvantage is that the costs could be higher.

How to Accept Credit Cards Online, cont.

Real-time Online Processing

We recommend real time online processing. It is not difficult to set up and there are several options. First, you can select an all-in-one online credit card processor such as Paypal, 2Checkout or Google Checkout. This option is better for easy to setup, no monthly fees and is widely supported by other technologies. The disadvantage is that costs per transaction could be higher.

Merchant Account

The other option is a merchant account which allows small businesses to accept

payments from customers using credit cards without using a third party. The advantages to this is that transaction fees are usually lower but typically there



are monthly fees involved and this can be more complicated to set up and administer. Plus, customers might have security concerns that they might not

have with a nationally known payment company such as Paypal or Google Checkout. The nice thing about the merchant account is that you can have the checkout and purchase process built into your website whereas with the All-in-Ones, the customer usually has to leave your website to make the payment.

Both are great options. The final decision will decide on what type of purchase environment is right for your business.

“Adding videos to your website can be a great addition to your online marketing campaign.”

Videos on Your Website

Adding video's to your website can be a great addition to your online marketing campaign. With today's advancement in technology, a visual conception can sometimes can get the same attention in just 3 seconds then thousands of words.

The first step is to get good video. Sometimes that can be done by the business owner or a hired professional—it just depends on what you want and how much you want to spend. The second step is to get it online. Some phones allow you to in-

stantly upload video to You Tube for Facebook, which is simple, cheap and quick. Otherwise, you can incorporate it into your website. This can either be done by your website designer plus You Tube often offers you a link to inbed the video quickly and easily.

Social Media

Not to long ago standard brick and motar companies used print media for advertising. Now enters the internet and social media era and there are a lot more options for small business to advertise. The term “social media” refers to various web sites where people connect, interact and share online. Today, 62% of adults worldwide use some form of social media.

So what does this mean for your small business? It has now become the norm for small businesses to have sort of presence online. Small businesses can implement social media strategies to reach and engage existing and potential clients, while spreading the word about their products and services.

So how do you get started? First you need to develop a strategy. A good strategy will result in you actually engaging with your audience rather than just making some noise. and maintain a vibrant and engaging social media presence.

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