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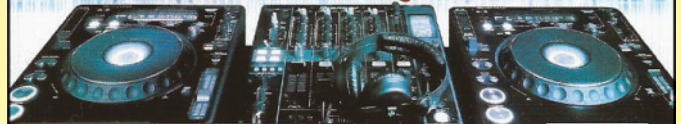
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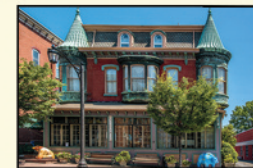


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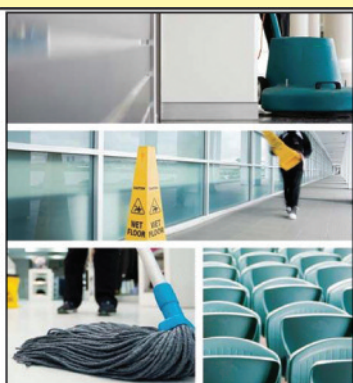
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IN THE ROUTE 422 BUSINESS MARKETPLACE**

IS YOUR WEBSITE WORKING HARD FOR YOU, OR HARDLY WORKING?



By Alan Robezzolim Member, Small Business Resource Association

When it comes to marketing, it's disappointing that so many small businesses have failed to create an attractive, persuasive, hard-working website that delivers new leads and sales on a regular basis! So many websites are out-of-date and doing more harm than good.

Why is that? Here are two common misconceptions. Do they sound familiar?

#1: The cost is too high

Really? Smart business owners think in terms of return on investment instead of cost alone. If the return from new leads and sales exceeds the cost then price is irrelevant. That said, the cost to create an attractive, hardworking, custom website has dropped considerably over the years. That's because web design technologies have

greatly improved, speeding the development process. Have you obtained pricing from an agency who works with much larger companies than yours? Some agencies won't touch projects under \$25,000 or even \$50,000. Others are happy to tackle projects in the \$5,000 - \$10,000 range. Whoever you decide to work with, be sure to get actual samples of their work, and contact their clients to ensure you will receive value for your investment.

(Continued on page 24)



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