



## DOING BUSINESS ONLINE: OLD TOOLS AND NEW TOOLS

### Checklist for your website

#### At the very top:

- Full business name
- A description of what the business actually does

#### Get in contact:

- Phone number
- Email address that is monitored and answered
- Mailing address

#### Location:

- City and state
- Any regional limitations that you serve

- Street address
- Describe the location (corner of 5th and Main)
- Map of your location, or link to an online map

#### Come on in:

- Business hours
- Bonus: picture of your business from the street
- Bonus: picture of the owner, and of the staff

#### Buy something:

- Lines of business
- Specific brand names

### Stories to tell about your Small Business

1. How our business was founded
2. Just yesterday, a customer asked...
3. Meet one of our employees
4. Meet one of our customers
5. One thing we are doing to support the community
6. Here are some great tips from our customers
7. Meet one of our home-town suppliers
8. What would you do if you ran the place?
9. More about our town, and why we're here
10. Here's a cool upcoming local event
11. One secret that could help you
12. A customer sent us this photo
13. I read something I thought you could use
14. Some trends I see coming at us
15. What I saw at an industry event that you could use
16. One thing I'm really proud of
17. A cause we support
18. A few websites that might help you

### Keywords

Google Search Based Keyword Tool

<http://www.google.com/sktool/>

### Share in more places

Facebook

<http://www.facebook.com>

Flickr

<http://www.flickr.com>

Twitter

<http://www.twitter.com>

### Get more small biz info

Small Biz Survival

<http://www.smallbizsurvival.com>