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NWeSource.com

2008 Web Tip – Be Visible!

Here at NWeSource.com, we specialize in helping your business thrive in the real world by utilizing web presence. In this internet and information age, a company that wishes to attract clients must not only exist on the web, but stand out and be easy to find by prospective clients.

Our main focus this year is on utilizing the web for local advertising in order to serve small businesses. In the last couple of years, community-based websites like [Craigslist](#), [Angie's List](#) and [Portland Citysearch](#) have become extremely popular. Older print directories have their online counterparts like [YellowPages.com](#) and new directories like [SuperPages.com](#) pop up all the time.

The key to generating leads and new business is utilizing these directory and community sites by modifying your listings as much as they will let you, and by continually running ads on sites where they are free. You want your listings to:

- Be attractive
- Be accurate
- Contain multiple positive customer feedbacks
- Link to your website

Aside from the obvious benefits of improved cosmetics in all places where customers will view your information, linking them all to your website has a good chance of providing a nice boost to your main site's search engine rankings, and will also provide several other detailed pages that show up in the organic search results on your key service terms in your area.

For instance, if you're business name is Charlie's Roofing, and you customize your Citysearch profile as well as DexKnows, YellowPages, Angie's List and the rest, and you run ads on Craigslist and WWeek.com, when someone searches for your company they may find a listing for each of those places your information is listed – and from there they should see positive client reviews and be able to get to your website. We also utilize avenues for pay per click campaigns and paid listings. What better way to get business than being visible?

Talk to us about our [Ad Running](#) and [Online Presence Monitoring Services](#) to find out more on how we can help you **Be Visible** in 2008.

Look to us for our outstanding web services - design, hosting, applications, domain registration, update services, search engine optimization, e-commerce, ad campaigns, blogging, databases, graphics, and forums. We also partner with graphic design, print and computer service firms so they can seamlessly offer our service set to their clients.