

Publishing Guidelines:

Article may be freely distributed as long as the following guidelines are adhered to:

1. No changes are made without our express consent.
2. The byline, copyright, and resource box remains intact.
3. Let us know you are using this article and where it will be published. Our email is web@desktopdilemmas.com.

Is Your Business Professional? © 2006 Desktop Dilemma's

Have you made it to the big leagues with your own website, but you just aren't getting the amount of customers that you wish? Then it's time to stop, take a step back, and go through the following checklist of items to make sure your business website is up to par:

1. Do you have your own domain name? Studies show that having your own domain name is vital to the success of your company website. Just think about it. Would you rather do business with a company that has <http://www.mycompanyname.com> for a domain or a company that's using a free server and has a domain of something like <http://www.angelfire.com/mi/mycompanyname/>? If you take your business serious, you will find the money you need to have your own domain name. Who do you think is likelier to get more business? The professional that looks professional by having their own name, or the company that can't even afford the \$8 a year for their own name?

2. Is your website set up on a reliable server? Does your current hosting company provide the excellent service and support that every business strives for? You should visit your site every day to make sure it's still operational and that your server is not bogging down your surfing enjoyment. The easiest way to do this is to set your browser's home page to your website's URL. If you start to find out that your server is running extremely slow or is down more than it's up, then it's high time to find another hosting company. Don't wait until you lose too much business that you'll end up going out of business.

3. Does your site look like an amateur did it, or even worse, a little kid? If you don't have much HTML/web design experience, I would suggest you consider hiring a professional designer to create your online experience. Poorly designed sites can be very powerful! Powerful to losing business, that is! You need a nice color theme, an easy layout, and a navigation scheme that's easy enough to follow. Remember the three click rule. If people have to click more than three links to get to the information they want, then most people will just click away to the better built website of your competitor.

4. If you sell products or services, do you accept credit cards? People like to have as many options as possible when ordering online. If you aren't accepting credit cards, you are probably losing business. To play it safe, you should offer your customers a chance to pay via credit card, as well as check and money order, and you might even throw in a mail-in order form. The more ways to pay, the better chance you have of making a sale.

NOTE: The following information must be included if you reprint this article.

Desktop Dilemma's is a Virtual Assistant Company that specializes in administrative tasks and various computer-type jobs from their home office. For more information about the company, please visit them online at <http://www.desktopdilemmas.com> or email them at web@desktopdilemmas.com .
