



## CAST YOUR WEB

The WWW can save you \$\$\$.

“The Internet presents unprecedented opportunities to acquire customers at low costs,” says Joshua Steimle, owner of MWI in Draper. Here are Steimle’s four tips for making the Internet work for you.

### Web site

Every business needs a Web site. And not just any Web site, but one that is professionally designed, updated regularly and makes you stand out from the competition. To find a Utah-based Web design firm, visit [www.utahwebdesignfirms.com](http://www.utahwebdesignfirms.com) or get a referral from someone you trust.

### Pay-Per-Click (PPC)

On Google, you’ll notice advertisements next to your search results. Anyone can purchase this ad space, and the best part is you only pay if someone clicks on your ad. To learn more, visit [adwords.google.com](http://adwords.google.com).

### Search Engine Optimization

SEO is how you get your Web site topping search engines. It’s a long-term proposition and can require more work than PPC. However, a well-run SEO campaign can result in greater traffic to your site at a lower overall cost. Learn SEO yourself by visiting [seomoz.org](http://seomoz.org) or [theorganicseo.com](http://theorganicseo.com).

### Blogs

Blogs provide a way to communicate with potential customers informally and also improve the results of SEO campaigns. Blogs are easy to set up, and posting a few paragraphs a week can make a big difference.

[www.utahvalleybusinessq.com](http://www.utahvalleybusinessq.com)



## DIAL IT DOWN

Hold the phone.

Voice over Internet Protocol can dial down company costs with efficiency, maintenance and reliability.

Here are four “why tos” from Drew Peterson of Veracity Communications in Provo.

### CASH BONUS!

Perhaps the customer *isn't* always right. It’s OK to say “you’re fired” to clients who are causing more headaches than revenue.

### Converged networks

With traditional phone service, companies have to use separate lines for their Internet and phone. With VoIP you can use the same lines for both. You not only save money with efficiencies, you get more in return. For example, when you aren’t using your phone, you can use the excess capacity for the Internet and vice versa.

### CASH BONUS!

Bulk up — warehouse style. See where discount stores like Costco and Sam’s Club can save your company cash.

### Extra features

You usually have to pay extra to get additional features like three-way calling, conference calling, call transfer, voicemail and caller ID. With VoIP these features are included.

### Lower price

VoIP switches are more efficient than traditional phone switches. With VoIP, you don’t have to pay the same taxes and surcharges that are levied on traditional phone services.

This will save you 13 percent over traditional phone services.

### CASH BONUS!

Your little piggies really can go to market. Piggyback your advertising and include ads or coupons with your invoices and other mailings.

### Easy maintenance

VoIP is easier to maintain and change than traditional phone services. If you buy a VoIP phone system, you can learn to make changes yourself without having to call your phone provider.