



SCORE column: Websites must have managed content

Last week's column reviewed the importance of having a website as the cornerstone of an Internet presence.

However, having a website doesn't mean that a small [business](#) can get it up and running, breathe a sigh of relief and forget about it. The website is just the start.

Jothi Nedungadi, chairperson of the Fox Cities SCORE Chapter and owner of Competitive InfoSearch, stresses the need to be active. She advised, "After a website is established, it's all about putting fresh content out there. Try to update it as much as possible, that's what the crawlers are looking for."

The crawlers scan the Internet for content and are the backbone of search engines. The more content that is gleaned means a higher search ranking. In other words, when someone uses a search engine, your business is more likely to appear on page one.

According to Nedungadi, it's all about generating traffic to a website. You want to add [social media](#) that will benefit your overall web presence. The next step depends on the type of business.

"If you have a professional services business, [LinkedIn](#) is tops," Nedungadi said. "If you are selling a product, Facebook and Twitter are good social networks. YouTube also has a lot of advantages."

LinkedIn allows a business to build its brand among potential clients. When used effectively, informative postings will establish the business owner as an [expert](#) in his or her field. Facebook allows a business to build its customer base with promotions, events and communication. Twitter provides short, relevant information that helps a business connect.

In contrast to a website, the social media [vehicles](#) are about creating a dialog. It is a conversation with your customers or clients. A business reaches out to engage customers by asking questions or providing information that is worthy of a response. If it is done right, Nedungadi said, people will usually jump in and respond. In the process, a business will get valuable input that will help it improve its business.

"It's a matter of finding the vehicles that provide the best response for your business. Personally, I find newsletters to be too time-consuming for my business, but a different type of business may find that it makes sense to produce a newsletter and provide a link on [Facebook](#) and Twitter," she noted. "The important thing is to have a strategy."

Whatever social media vehicles are used, there should be consistency. The colors, fonts, layout and logo should be easily recognizable to reinforce the brand. And, results and content should be monitored. Client information should be captured to help grow a contact database. For entrepreneurs who find the process overwhelming, Nedungadi advises scheduling it into your day.

She recommended, "I set aside 15 minutes at the beginning and end of the day. Information is coming so quickly that it's easy to get caught up in it and end up spending your whole day on it."

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