tenby technologies

internet business news

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How Do People Shop On The Internet?

This might seem like a trivial question, but in fact, it is the crux of what you must know to develop an effective internet marketing plan for your business.

1. People use the internet to find products and services

Search Engines have largely replaced the Yellow Pages as the primary means people use to find the products and services they want. Search Engines can be used to find a local plumber or a cinnamon wholesaler in Indonesia.

2. People do comparison shopping (price, features, and value) on the internet

Comparison shopping is much easier than it used to be. Web sites and cellphone apps can give the consumer an instant comparison of their options.

3. People get recommendations on the internet

People place great stock in the recommendations of others. A bad review on the internet can yield negative consequences to your bottom line.

Be sure you are addressing all three of these areas in your internet marketing plans.

Tech Tip: Google Translation

Google offers a free translation service that can convert text or web pages between 50 languages, from Afrikaans to Yiddish. You can find the service at this <u>link</u> or access it from the <u>Google toolbar</u>.

Tech Tip: Microsoft Word Document Map

Word has a map feature that makes it easier to organize the contents of your document. The feature can be found under the VIEW tab and activated by clicking the Document Map check box. An area on the left of your display will appear. As you write your document, use font styles "Heading 1, Heading 2, Heading, 3, etc" to denote



Thank you for making 2009 another great year! Thinking back over the year, it was one of big challenges and opportunities and it gave us reason to be excited about the possibilities in 2010. We really appreciate your support.





A "hack" is a short-cut techique for accomplishing something. "**Mind Performance Hacks**", by Ron Hale-Evans is about short-cuts that make your brain work more effectively. Some of the topics include techniques to remember better, write faster, learn more easily, and do math in your head. I am trying some of the hacks, so if you see my brain swelling, you'll know why.



Illusion 360

the sections of your document. The document map service will use these headings to show you the map of your document.



<u>Andover Natural Health Care</u> replaced an outdated web site and rebranded themselves to give their business a fresh new look.

Brennan Innovators, LLC updated their web sites with a new look, videos and extensive information.

<u>Chariti Home</u> now has a web site to help them promote the development of their non-profit organization which empowers young mothers towards becoming productive citizens in their community.

<u>Smithton Chamber of Commerce</u> now has a new web site to promote their organization and to help their members promote their businesses.



testimonials

A++ - they're the best!! I worked with Dick and Lynn long distance from Massachusetts. Unlike many web site folks, they know both web sites AND marketing. They asked the right questions, gave me wonderful marketing information, were organized and efficient, got the job done ahead of schedule, coordinated their efforts toward the content of the site very well with mine, and their pricing is very fair.

It only took one meeting with Dick and Lynn for them to understand our vision. From that meeting they created a user friendly website for Chariti Home that not only experienced professionals can navigate easily, but that the young mothers we will serve who may not have any computer technology experience can use with ease.

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