



A S B T D C

ARKANSAS SMALL BUSINESS AND
TECHNOLOGY DEVELOPMENT CENTER



Arkansas' Premier Business Assistance Program!

Web Optimization Services

How Effective Is Your Web Site Marketing?

Your business is on the Web, but are you getting the most out of your site? Your online presence is an extension of your overall marketing efforts, and you need a Web site that works efficiently and effectively.

The Arkansas Small Business and Technology Development Center can help you increase traffic to your site and help customers find your products and services on search engines such as Google and Yahoo. ASBTDC will analyze your business's site and provide a detailed report that explains in plain language how to optimize each page of the site to attract your target customers and improve your rankings in search results. Our analysis will provide feedback on your site's

- **Title**
- **Keywords**
- **Page Descriptions**
- **Heading Tags**
- **Page Content**
- **Navigation/Site Usability**



COLLEGE
OF BUSINESS

Web site optimization can help your site:

- **Rank higher on search engines**
- **Increase online visitors and sales**
- **Serve as an effective marketing tool for your business**

*Web optimization services
are available at no cost to small
businesses in Arkansas.*

U.S. Small Business Administration



Your Small Business Resource

For more information call **1.800.862.2040**

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Visit us online at **asbtcd.ualr.edu**

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