

## Chapter 1

# Taking Your Marketing to the Web

### *In This Chapter*

- ▶ Absorbing the web into your overall business plans
- ▶ Adjusting your marketing for the web and social media
- ▶ Understanding what your web presence must accomplish
- ▶ Finding someone to design your site

**I**s it hypnosis? Seduction? Simple amnesia? Don't let dot-com technobabble dazzle you into forgetting every business lesson you learned the hard way. You know there are no magic marketing bullets online; there aren't any online either. You know that you build a customer list slowly, experimenting with a variety of techniques until word-of-mouth marketing kicks in. You want to be successful online? Then approach the web the same way you approach your offline business — with an awareness of business fundamentals, a combination of marketing techniques, and an indelible focus on your customers:

- ✔ **You must have the business fundamentals right before you can have a truly successful web presence.** Many sites flounder on straightforward business issues of cost, merchandising, back-office support, or customer service. Too many confuse revenues with profits, only to discover in quarterly financials that their sites are sinking into the Red Sea.
- ✔ **Successful web marketing requires a combination of methods.** Nowhere in this book do you read that the solution to all your web woes lies in content, search engine optimization, link campaigns, pay per click ads, e-newsletters, Facebook, or any one online or offline marketing technique. Many are necessary, but none alone is sufficient to bring in all the traffic you need. Instead, you must select judiciously from an extensive marketing menu: a little appetizer, a nice side dish, maybe an entree that takes the most of your web marketing dollars and efforts. Oh, don't forget social media for dessert.
- ✔ **The customer is the measure of all things web, from site design to marketing.** Don't let technology or personal inclination distract you from a focus on what the customer wants. And don't get carried away with what web technology can do.

From those principles, you can see that web marketing fits within the definition of marketing you're already familiar with. When they're well implemented, online techniques might offer a more cost-effective marketing mix, greater flexibility, or easier expansion to new markets than offline techniques. With this book as your reference guide, you can master these new tools, adding a sense of adventure, as well as profits, to your bottom line.



If it doesn't make dollars, it doesn't make sense.

## Rearranging Your Marketing Mix

If you're already in business, you know you have to spend money to make money. You may need to redistribute your marketing budget to free up funds for marketing online. Here's a method to elevate your marketing analysis from guesswork to grand plan. First, make a four-column list organized as follows:

- ✓ The first column lists all the marketing techniques you currently use.
- ✓ The second column lists the target market you reach with that technique.
- ✓ The third column lists how many new customers that technique brings in.
- ✓ The fourth column lists how much you spend per year on that technique.

If you've been in business for a while, you might have forgotten some of your recurring marketing investments. Here are a few examples to spark your memory: a Yellow Pages listing, signage, business cards and letterhead, logo design, a listing in a local business club directory, T-shirts for the girls' soccer team, newspapers or other print ads, direct mail, local fliers, word of mouth, radio spots, or billboards. If you're not sure where new customers come from, ask them! You might be surprised where word has spread.

If you don't have extra money to invest in developing and promoting a web presence, decide which existing methods you can cut in favor of more cost-effective online marketing. If you duplicate your reach at a lower cost online, you can put the difference into your website.



What you already know about marketing is true. Profit from your own success. Unless you're starting a new business online, your new customers are going to look similar to your old ones. You already know how to sell to them, what they need, what appeals to their emotions, and what satisfies their inner cravings. Your website and web marketing need to do the same. Take advantage of what you know in your head and in your gut.

## *Reaching your current audience online*

If you haven't done so in a while, write a paragraph describing your current customers: age, gender, income level, education, geographical region, or job title (if you sell business-to-business). What else do they buy? What do they like to read? It's easy to research your markets online.

If you need to, segment your customers into different groups that share the same characteristics. Try to figure out which segment of customers spends time online. Do they still use e-mail? Do they research purchases online before buying? What other websites do they visit often? Which forms of social media, if any, do they like to use? Are they attached to their smartphones? (I discuss researching your online market in more detail in Chapter 2.) When you design your site and implement your web marketing campaign, use these profiles to decide what to do and where to spend.

## *Incorporating social media*

*Social media* — online services that encourage interaction between you and your customers, or among your customers — presents both opportunities and challenges. On the one hand, services like Facebook (networking) and Twitter (short messaging service) open up potentially huge numbers of new prospects. On the other hand, it's difficult for your target audience to find your social media page among all the clutter. In Part V, I discuss many social media options so you can select the best ones for you.

Here are a few key points to keep in mind about social media:

- ✔ **Contrary to popular opinion, social media are *not* free.** While many social media services don't carry an up-front charge, they can eat up your time faster than the Cookie Monster consumes Oreos. Time is money!
- ✔ **You can't use social media *instead of* having a website or blog** with your own domain name. Research shows that people still go back to your website as the first source of information for your company; in spite of the popularity of social media, the website is king.

## *Finding new customers*

If you intend to use the web to find new customers, decide which of the following goals you're aiming for:

- ✔ Expand your geographical reach.
- ✔ Go after a new consumer demographic or vertical industry segment for existing products.
- ✔ Sell new products and services to completely new audiences.



All the guerrilla marketing aphorisms apply online. Rifles, not shotguns! Target one narrow market at a time, make money, and reinvest it by going after another market. Don't spread your marketing money around the way bees spread pollen — a little here, a little there. That will dilute your marketing dollars and reduce the likelihood of gaining new customers.

Write up the same type of profile for your new target audience(s) that you wrote up for your existing ones. As you read through this book, match the profiles of your target markets to a given technique to find a good fit.



Plan your work, and work your plan. Every marketing problem has an infinite number of solutions. You don't have to find the perfect one, just one that works for you.

## Understanding Web Marketing Essentials

While this book is full of the endless details that make up a successful web marketing campaign, you need to keep only three overarching points in mind:

- ✔ Do your plans fit with the needs and interests of your target audience?
- ✔ Do your plans make financial sense?
- ✔ Are your plans within your capabilities to execute?

If you measure everything you do against these criteria, you'll come out fine.



Right this very minute, create two new folders in your browser's bookmarks, one for sites you love and another for sites you hate. Better yet, set up an account at StumbleUpon ([www.stumbleupon.com](http://www.stumbleupon.com)) or another bookmarking site. These services gather all your bookmarks in one, convenient, online account, accessible anywhere. With one click, you can bookmark any site you see for future reference.

Whatever your online activities, make a habit of tagging or bookmarking the sites that appeal to you and the ones you can't stand. Don't worry if you don't yet have the vocabulary to explain your reactions. By the time you're ready to talk to a developer about designing a new site or upgrading an existing one, your library of saved sites can supply essential design information.

## *Understanding What Your Web Presence Must Accomplish*

A business site has to succeed on multiple levels to pull a prospect or visitor into your marketing orbit. Without initial curb appeal, your site doesn't have a chance to establish itself in visitors' minds. If your site lacks strong content, visitors don't have a reason to stay long enough to find out what you have to offer and how wonderful you are. And without a reason to return, visitors might never establish enough confidence to purchase your goods or services. Chapter 3 covers design in greater detail, but the following introduction helps.

### *Catching the visitor's attention*

You have only four seconds (that's right — *four* seconds) to make a first impression. That isn't enough time for a visitor to read your content. It's time enough only for our emotion-based lizard brains to react to color, layout, design, navigation (maybe), and perhaps a headline. If you haven't caught people in your cybernet by then, they're gone, probably never to return. In Figure 1-1, Encountour ([www.encountour.com](http://www.encountour.com)) uses an attention-grabbing marketing tag, "Naked Travel, Fully Clothed" (located in the upper-left corner below the logo), along with great visuals, to engage viewers.

Fonts, images, activities — everything on the site must appeal to the target audience you're trying to reach. You wouldn't put bright colors on a site selling urns for pet ashes, or pastels on a site aimed at teenagers. A high-tech site in silver and black has a very different look and feel than one selling country decor with gingham and duckies. A site selling high-priced goods needs lots of white (empty) space to look rich; a discount site does well with crowded images. That's why I recommend finding a designer who knows about marketing communications.

Marketing tag



**Figure 1-1:**  
The marketing tag is one of several attention-grabbers on Encountour.

Courtesy of Encountour. Naked Travel and Encountour are trademarks of Encountour LLC.

## Getting visitors to stick around

*Stickiness* is the technical term for keeping people on a website. If your average viewers visit fewer than two pages of your site or stay fewer than 30 seconds, most of them see only your home page and flee! (See Chapter 6 for more on site statistics.) You need more cyber-glue. Ideally, you want the average visitor to stick with the site for a minimum of three pages and at least a few minutes. Otherwise they haven't spent enough time to figure out what you have to offer.

Lay down a sticky trail with content, calls to action, things to do, media to download, and interaction with site elements. Every action users take, every click they make, binds them kinesthetically to your site. For example, gURL.com

(shown in Figure 1-2) is notable for its stickiness, which makes it especially appealing to advertisers. Its community features for teenage girls keep visitors on the site for multiple page views and an extended period of time.

For an example of an integrated marketing strategy that addresses all the issues in this chapter, see the sidebar, titled “Digital marketing strategy strengthens Hope,” about the Hope Institute for Children and Families. Their home page and Facebook page are shown in Figure 1-3.

## Bringing 'em back for more

Research shows that many people don't buy on the first visit to a site. Some use the web simply for research before making a purchase in a bricks-and-mortar store. Others research multiple sites for comparison shopping, but return only if they have a reason.



**Figure 1-2:**  
gURL.com  
is a very  
sticky site.

Courtesy of ALLOY MEDIA+ MARKETING



**Figure 1-3:** The Hope Institute's website (top) and Facebook page (bottom) are part of a complex, integrated digital media strategy.

## Digital marketing strategy strengthens Hope

The Hope Institute for Children and Families ([www.thehopeinstitute.us](http://www.thehopeinstitute.us)) is a non-profit organization providing educational, residential, and health services to children in Illinois with multiple developmental disabilities, including autism spectrum disorders. Founded in 1957, Hope has grown from a small schoolhouse to an organization with more than \$40 million in revenue and more than 600 employees, affecting more than 29,000 children and families.

When Jarid Brown was hired as the Manager of Online Interactions in October 2009, Hope Institute had a fledging social media presence but no overall strategic marketing plans. Hope had no e-mail newsletter, and the website was a passive online brochure with limited interactivity, few graphics, and too little information — and it was unable to accept donations.

Working with Lynn Storey, Hope's Manager of Direct Response, Brown plotted a strategy to initially address the marketing needs of the umbrella organization — improve promotion, services, awareness, advocacy, engagement, and donations — and then to apply the strategy at the program level. "The digital platform was designed . . . to enhance and integrate our successful traditional marketing tools, at the heart of [which] is our direct mail program."

While the digital marketing plan was under development (a three- to four-month proposition), the pair undertook some basic steps:

- ✔ Storey conducted a multichannel marketing program audit and wrote the proposal to renovate and grow the digital program.
- ✔ They consolidated the e-mail address lists and established an e-mail marketing strategy to increase the subscriber base (run through *Constant Contact*) by soliciting e-mail opt-ins at events, within direct mail, and by referrals. Their efforts have

increased open rates, click-through rates, and subscriber numbers.

- ✔ Brown began redesigning Hope's primary website into a marketing tool geared primarily toward the general public and donors. He supplemented this with resource pages to meet the information needs of parents and professionals. In six months, page views rose from 4,000 to 35,000 per month.
- ✔ He implemented search engine optimization (SEO) and search engine marketing (SEM) best practices throughout all components of Hope's web presence. Brown constantly rotates and writes fresh content, blogs, metadata, press releases, and other material to improve search engine placement.
- ✔ By focusing initially only on Hope's two largest Facebook accounts, he increased the fan base, identified key influencers, and developed an approach for content. Now the Institute runs a full-blown, complex social media campaign with more than 4,700 Facebook fans across multiple pages and 8,000 followers on several Twitter accounts.

The Pepsi Refresh Challenge ran a contest to give charitable awards to nonprofits based on the number of "votes" they received. Hope not only won two grants worth a total of \$75,000 but also used the Challenge to increase its number of e-mail subscribers and social media followers. Hope has since won other charitable giving contests.

In late 2010, Hope officially launched its digital marketing strategy. A core messaging matrix serves as a planning calendar for the entire fiscal year. The matrix outlines upcoming events, campus activities, and the direct mail schedule, allowing planning for online campaigns.

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The core message is built around one child's story each month. "Ultimately, the website becomes the focal point of all our marketing activities. I know that the more time I can get the public to spend on my website, the greater the opportunity to build a relationship," says Brown. "While we can certainly start the conversation on Facebook, we can't tell the story there."

Brown continuously monitors social media traffic, link sharing, and comments to identify core constituencies so he can gear content to their interests. He uses HootSuite and TweetDeck to manage social media activity, and Twitterfeed to cross-post feeds. Occasionally, he uses programs such as Socialloomph to schedule tweets, but he prefers to write personalized messages. For alert services, he relies on a combination of Google Reader and Google Alerts.

Brown gathers analytics from every available source and has developed his own spreadsheet to track results. For the website, he combines Google Analytics with analytics from their domain host and another third party. In addition, he tracks social media analytics with ShareThis and AddThis services as well as multiple other services. He relies on Constant Contact's in-depth reporting for each e-mail. He doesn't look at data just for its own sake. "Using these tools allows us to better focus our postings," Brown notes.

"I am driven by metrics and a belief that if you cannot measure effectiveness and results, then you cannot successfully market an organization," Brown admits. "Even our online donation processing is built upon this principle. We

track the origin of every dollar flowing into the system by coding each donation link. Over the next six months, we plan to integrate QR (Quick Response) codes into each direct mail and print marketing piece to further drill-down user analytics and better target our audience."

The Hope Institute also takes advantage of a Google Grant that provides the organization with up to \$10,000 per month of free PPC (pay per click) advertising. To effectively use that amount, Brown creates specific content to fit a broader range of keywords and attract audiences that he would not normally reach.

Each page of the site, blogs, and printed material promote Hope's social media presence. The website and blogs also include bookmarking options. In addition, every e-mail sent from anyone in the organization includes a link to Hope's Facebook page. Brown particularly likes Facebook's new Send Now button, which encourages users to message their friends or family directly.

"The biggest mistake I see organizations make ... is to treat social media differently from other forms of marketing," he says. He recommends using the same best practices as in traditional marketing campaigns: "Develop, test, measure, refine." His parting advice to others: "Don't follow the herd, lead. ... Planning is key, patience is a necessity, and endurance leads to victory."

Check out these URLs for the Hope Institute: [www.thehopeinstitute.us](http://www.thehopeinstitute.us), [www.thehopeinstitute.us/socialmedia](http://www.thehopeinstitute.us/socialmedia), <http://twitter.com/advancinghope>, and [www.linkedin.com/in/jaridbrown](http://www.linkedin.com/in/jaridbrown).

For example, TravBuddy, shown in Figure 1-4, offers viewers many reasons to come back ([www.travbuddy.com/travel-widgets](http://www.travbuddy.com/travel-widgets)). Personalized travel maps, travel reviews, users' shared photographs, forums, and a page to find travel partners, all visible in the main navigation, encourage viewers to return many times.

**Figure 1-4:** The personalized travel maps and games on TravBuddy are just several of the many features of the site that pull repeat visitors.



Courtesy of TravBuddy.com

## Gearing the Site to Your Visitors' Interests

Sorry to be the bearer of bad tidings, but customers and clients don't really care about *you*. They care about themselves. In terms of gaining business, your website has to make clear what you can do for the visitor, not why you got into business in the first place or your favorite products, places to visit, or movies (save that for your blog).

Throughout this book, you can find techniques to ensure that your website answers the question "What's on this site for me?" immediately and repetitively. As long as visitors are having a good time, finding useful information, or locating products and services that appeal to them, they will stay on your site. As soon as you lose their interest, you lose their business.

You sell benefits to visitors via graphics, content, interactive opportunities — and appealing text. In Figure 1-5, TheResumator ([www.theresumator.com](http://www.theresumator.com)) uses benefits statements (such as "Make Great Hiring Decisions Faster") and calls to action (with imperative verbs such as "Get Started") to tell visitors the advantages of its services rather than focus on features.



What's in it for me? Answer this question at every step, and your website will work magic for you.

### Benefits statements

The screenshot shows the homepage of 'The Resumator' website. The main headline is 'Take the Hassle Out Of Hiring™' with a sub-headline 'Discuss, rank and track job applicants efficiently with The Resumator.' Below this is a testimonial from Adam M. of Select Start Studios: 'One of the best tools I've ever used.' The page features several calls to action: 'Take a Tour', 'Request Demo', 'Tell a Friend', 'Sign In', 'Contact Us', and 'Share Your Job'. A process flow diagram at the bottom outlines four steps: 1. Publish (Enter all your open jobs into The Resumator...), 2. Promote (Spread the word through social media and popular free job boards...), 3. Source (Grow your applicant pool through referrals and free job traffic...), and 4. Hire! (Collaborate to find your next great employee!). The page also includes logos for TechCrunch and Mashable, and a 'See Plans and Pricing' button.

**Figure 1-5:** The calls to action and benefits statements on The Resumator resonate with site visitors.

### Calls to action

© The Resumator. The Resumator is a trademark of Hireku LLC.

## Deciding Who Will Design Your Site

The Oracle at Delphi was famous for the saying, “Know thyself.” Web design reinforces the importance of self-knowledge. Be honest about your skills. Are you a programming geek? A gifted photographer? A colorful writer? Do you dream in web-safe colors, JavaScript, or Flash animation? No? Then designing your own website is probably not your forté. Don't be hard on yourself. With the possible exception of Leonardo da Vinci, should he be reincarnated in the 21st century, everyone needs help of some sort with website development.



As the owner of a business with a passion for excellence, or the person delegated to oversee the company website, your job is that of *producer*, not creative director or technical manager. There's wisdom, not weakness, in playing to your strengths as a business owner and leaving the implementation to someone else. As producer, you select the team and coordinate their efforts, cheer them on when the inevitable problems arise, answer their marketing questions, resolve conflicts based on your business acumen, and arrange the celebration when the site goes live.

## *Understanding why it isn't practical to do it all yourself*

Besides overseeing the content, managing the money, and handling the marketing, are you going to educate yourself in HTML, PHP, JavaScript, database programming, Dreamweaver, social media, marketing communications, copywriting, photography, and graphic design in the next six weeks? Are you also fantasizing about winning the Tour de France, or are you just a victim of some misbegotten belief that this will save you money? Forget about it!

Unless you're already a professional web designer, don't do it all yourself; this is the biggest mistake you can make. Playing with your personal website is one thing, but creating a successful business website is a job for the pros. You wouldn't let someone without experience design your ads, dress your store window, serve customers, buy goods from vendors, or negotiate contracts. So why would you trust your website to a novice?

Novices include friends, neighbors, children, or siblings, unless they have experience creating business sites for a living. Even then, treat people you know as you would any professional — write an agreement so expectations are clear. An agreement won't only save you aggravation and disappointment; it might save your relationship.



A nonprofessional who does websites on the side and takes three or four times as long as a pro will end up costing you marketing opportunities and sales as well as money.

Deciding who will design your site is a strategic marketing decision. Your site won't measure up if it's obviously homemade, with links that don't work, when your competitors' sites look professional and run smoothly. If your competitors' sites are equally sad, your poor website wastes an obvious opportunity to get an edge.

## *Using a professionally designed template to create your site*

Do you remember when desktop publishing software first came out? Unskilled users distributed newsletters that looked like font catalogs, using every imaginable typeface and style. The resulting newsletters were almost unreadable. You can avoid the website equivalent of desperado design by using a professionally designed template.

Templates are not as flexible as a custom site, but they can save you significant money while maintaining graphic integrity. You can launch a template site very quickly and be confident that navigation will work. With a template to take care of design and programming, you can focus on content.

Think of templates as the equivalent of buying business stationery from an office supply store. You can hire a graphic designer for custom work or order letterhead and business cards from a store catalog, customizing ink colors and paper stock. In terms of the web, you select a template with navigation and customize it with your color selection, logo, text, and photographs. (I discuss selecting templates for online stores in Chapter 4.)



If you can't afford a custom design right now, use a template as a placeholder. Put your money into marketing until you build a web presence and set aside the revenues. Later, you can redesign the site with your profits.

You can choose templates based on three factors: cost, customizability, and skills required. Here are some options to consider:

- ✔ **Select a package solution that includes your choice of template design, hosting, and a variety of other options, based on your needs.** This is the simplest and usually the least expensive option, but also the least flexible. If you want, you can hire a designer to advise you on color choice or to tweak the template a bit to make it look terrific. Figure 1-6 shows the Gusto Pizza site ([www.gustopizza.com](http://www.gustopizza.com)) created with a template from Virb ([www.virb.com](http://www.virb.com)). The site combines sophisticated graphic sensibility with straightforward navigation.
- ✔ **Buy a template design that is specific to your industry and upload it to a host that you've selected separately.** This requires more knowledge and skill.
- ✔ **Hire a company that specializes in a particular industry, with a selection of templates that they customize for you.** This is more expensive than the other two solutions but still less costly and less time-consuming than a fully custom design.

**Figure 1-6:**  
The Gusto  
Pizza site is  
an excellent  
example of  
a template-  
based  
design.



Courtesy of Gusto Pizza Co.

## *Using blog templates to create your site*

As long as you own your own domain name (see Chapter 2), you can quickly and inexpensively create a website that will serve as your core web presence by using a blog platform instead. A *blog* (short for web log) is a type of website that permits you to enter content, often in reverse chronological order, with the option of allowing readers to comment on your entry. Because blog content is easy to change without assistance from a programmer or developer, a blog-based website is great for these types of sites:

- ✓ Simple business card or informational sites
- ✓ Sites with information that changes often, like news or events
- ✓ Sites that don't require catalogs or complicated on-site transactions
- ✓ Sites that require the option of two-way communication with customers or site visitors

Blogs have many functions besides serving as free-standing websites. I discuss how to use blogs as part of an existing site in Chapter 5 and how to use other people's blogs for marketing purposes in Chapter 9.



In Bonus Chapter 1 on the Downloads tab at [www.dummies.com/go/webmarketingfd3e](http://www.dummies.com/go/webmarketingfd3e), you'll find a table titled "Some Template Sites," which lists just a few of the many template offerings available from blogging sites, from sites that supply multiple industries, and from sites addressing specific vertical sectors.

You can always do an Internet search for *web templates for [your industry]* (such as restaurants, authors, and so on) to find more alternatives.

Dreamweaver and other web design programs also offer templates that are already designed to work in those programs as part of the basic library that comes with their offerings.

## ***Opting for professional web design services***

If you've decided to invest in professional web design services, you need to find the right designer for your objectives.

### ***Deciding what expertise you need***

For most business sites, it helps to select designers who come from a marketing communications background, not a pure programming or art background. Your developer must have the ability to design with an eye toward your target market, be knowledgeable about achieving business objectives, and be skilled enough to do the programming tasks required. Not every designer is right for every type of business or has staff with the experience to meet the specific requirements your site may need.

The designer is only one of several professionals you might need, as you can see from the following list:

- ✓ Web developer/designer
- ✓ Graphic designer
- ✓ Illustrator

- ✓ Photographer
- ✓ Copywriter
- ✓ Merchandising expert
- ✓ Videographer
- ✓ Audio engineer
- ✓ Animator (Flash, virtual reality)
- ✓ Ad agency
- ✓ Online marketing specialist

Developers with enough staff might be able to help with all the tasks in the preceding list, or they might subcontract these services, saving you the trouble of finding providers yourself. At the very least, they probably have a list of people they recommend.

Most small businesses can't afford all these professionals. Decide which aspect of the site is most important to its marketing success. For instance, online stores and tourist sites depend on high-quality photography. A content-rich site inherently demands good writing, while a multimedia site might need an animator, videographer, or audio engineer. Prioritize by outsourcing the most critical element. Do the best you can with the rest.



For some help with this process, check out the Web Developer Capability Questionnaire and Web Developer Reference Questionnaire on the Downloads tab of the companion website.

### ***Finding good providers in your area***

Locating qualified professionals is like finding any good service provider. A recommendation can't be beat. Take the time to review designers' and other providers' portfolios online to ensure that you like their style and to assess their talents. Match their description of skills and experience against your needs. Always check references — not only those that providers give you, but also several others randomly selected from the developers' portfolios.



Try one of these techniques or sort through one of the directories of web providers listed in Bonus Chapter 1 on the Downloads tab at [www.dummies.com/go/webmarketing3e](http://www.dummies.com/go/webmarketing3e). Professionals generally self-submit or pay to be in those directories, so a listing might not say anything about the quality of their work or their suitability for your needs.

Here are a few other ways to find good web professionals:

- ✓ If you've been bookmarking and creating a list of sites you love, start by approaching those designers.
- ✓ See who designed those sites or your competitors' sites by looking at the footer or the resource page or by calling the company.
- ✓ Ask others in a local trade association to recommend providers.
- ✓ Research regional or statewide associations of web professionals.



Generally, you get what you pay for! You can pay a lot for someone who isn't capable, but you can't pay a little for someone who's really good.

<http://www.pbookshop.com>