



Women in **Business**

Stay-at-home mom? How about stay-at-home CEO?

"Mompreneurs" are part of a trend that's becoming more and more prevalent, as millions of business-minded mothers are starting online companies and operating them from home.

Starting a business can be tough, especially when being a mom is top priority. If you're looking to build a Web site and start your own business, Victoria Colligan, mother of two and co-founder of a women's networking company called Ladies Who Launch, offers the following tips:

* Brand your company. Ask yourself: What kind of style do I want for my business? Serious or whimsical? Sophisticated or youthful? Your type of branding could be any of these things, but having a consistent style can grant your company a sense of personality.

* Words are key. Carefully determine a handful of keywords that describe your company, and then incorporate these words into your site's URL, page titles and content. This tells Internet search engines what your site is about, so people using these keywords can find your site more easily.

* Sell, sell, sell. Don't overlook conventional marketing. Include detailed product descriptions and quality photos of merchandise on your site. A satisfaction guarantee is a great way to exemplify confidence in your product.

* Keep it fresh. Give your customers a reason to come back to your Web site. Be sure to add new content whenever it's appropriate and monitor your site to ensure that the content is relevant.

* Don't be afraid to ask for help. Do your research and find a Web solutions provider that will be available when you need help. Professional Web designers and search analysts can help you design and optimize your Web site to attract more customers.

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