

"I have a web site! Does that mean I have a Web Presence?"

Certainly, the keystone of any Web Presence is a web site. In the mindset of today's consumers, a web site is one of the minimum requirements for a business to be taken seriously. More and more people look to the internet when they search for services. This is because the internet is no longer something that resides only on the computer in the den--or going back further, in a University computer lab. It's in coffee shops and restaurants. More importantly, it's in everyone's *pockets* through the increased use of smart cell phones. They can find services wherever they go through that little device on their hip. Why would they go anywhere else?

However, a web site isn't everything anymore either. More and more, people are using social networking sites such as Facebook, Twitter, LinkedIn, Plaxo, and Myspace to do their research. They use these sites every day for their normal communication. By creating a presence on these pages in addition to your regular website, you can more easily gain your customer's trust.

Do you have any videos on Youtube? You should. Sites such as Youtube are in many ways supplanting normal television. Again, because people are searching for information in a venue that they trust, they will trust the information they find there. They appreciate that you're trying to give them information on their favorite site. They will be more receptive to your message.

Sound daunting? Perhaps, but it doesn't have to be. Shuta Multimedia can work with you to develop this all encompassing presence. The more easily customers can find you, the more readily they will look. The more they look, the more they will think of you. And when *they* are ready to buy, they will know where to go.