

**Greater Knoxville SCORE
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FAX: 865-692-0718
www.scoreknox.org**

OTHER CONTACTS

Blount County Chamber of
Commerce
201 S. Washington Street
Maryville TN 37804
PH: 865-983-2241
www.blountchamber.com

Claiborne County Chamber of
Commerce
Suite #1
3222 Highway 25E
Tazewell TN 37879
PH: 423-626-4149
www.claibornecounty.com

Farragut/West Knox Chamber of
Commerce
Suite 110
11826 Kingston Pike
Knoxville TN 37933
PH: 865-675-7057
www.farragutchamber.com

Loudon County Chamber of
Commerce
318 Angel Row
Loudon TN 37774
PH: 865-458-2067
www.loudoncountychamber.com

Monroe County Chamber of
Commerce
Suite A
520 Cook Street
Madisonville TN 37354
www.monroecountychamber.com

Roane County Alliance
1209 Kentucky Street
Kingston TN 37763
PH: 865-376-5572
www.roanealliance.org

Roane State Community College

Welcome to the Summer 2008 issue of **SCOREBOARD**, a free business resource from the Greater Knoxville Chapter of SCORE, Counselors to America's Small Business. **SCOREBOARD** is intended to provide business owners and managers with helpful tips, ideas, and features that will help you business grow and become more successful. Please continue to send us your input with emails to newsideas@scoreknox.org.

Many small businesses develop a website to showcase their products or services, then sit back and wait for clients or prospects to view it and make an inquiry or purchase. However, the reality is that you must promote the site; otherwise, it's like the old question "What if they started a war and nobody came?" But how do you promote your site?

There are two basic ways. First, make sure to put your site's URL (the domain name and web address, like www.scoreknox.org) on every piece of literature, including business cards, brochures, letterheads, coupons, and as the signature on all email correspondence.

The second way is actually in how you build your site. You must provide a way for search engines (programs that search or "crawl through" the web for sites that include the terms entered into the search window) to know what's in your site. This is known by the acronym **SEO** or **Search Engine Optimization**. Whether you develop your site yourself, use a template from a service provider, or contract with a web developer, you must first ask yourself what words or phrases might potential viewers use to search for my products? Learn how to utilize and implement this process by reading **[Driving Site Traffic With Search Engine Optimization and Paid Advertising](#)** by Richard Morochove, a writer for *PC World*.

Getting your site recognized by the search engines is fine, but it's not enough. Your site needs to appear as close to the top of the results page(s) as possible. Why? Because people are impatient - they assume the sites shown toward the top of the results are the ones that most closely match what they're looking for, and they generally won't look past the first two or three pages of results. Alex Horowitz, a writer for the Small Business section of the *Wall Street Journal*, tells how to achieve this in **[How To Get To The Top of Search Engine](#)**

Crossville Campus
Crossville TN
PH: 931-456-4910

UPCOMING EVENTS

The Greater Knoxville SCORE Chapter will be presenting a series of our popular "Pre-Business Planning" workshops beginning in September. Hosted by the Knox County Library System, this one-hour workshop will be conducted in several of the branch locations throughout Knox County.

Designed for individuals who are considering beginning their own business, the workshop highlights areas such as attributes desirable for a business owner, the benefits and components of a business plan, legal requirements of starting a business, and an introduction to the various legal business structures.

Be sure to tell those your friends, relatives, and acquaintances who considering beginning a business about this workshop, and check our website for scheduled times and locations!

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To unsubscribe from this newsletter please click [here](#) and in the subject line type the word "unsubscribe."

We encourage you to forward this newsletter to associates and other businesses!

To contact us to schedule a counseling session, please click [here](#).

Results.

Okay, now you've determined the key words and phrases you believe will entice viewers, placed them in the appropriate locations in your site, and repeated them sufficiently to make the search engines take notice. You've also negotiated reciprocal links to similar business so that you can draw additional prospects. How long will it take for all this work to result in increased visits and sales? Don't expect instant results. But there are ways to test whether the search engines are recognizing your key words and phrases, and whether they're positioned in the appropriate locations on your site. The Arkansas Small Business Development Center, in conjunction with the University of Arkansas at Little Rock, has a website with a tool called [Internet Marketing / Search Engine Optimization Tool](#). It can analyze your site to see if what you and your web developer have created can be recognized by search engines. To see how your site might perform, all you need to do is enter your web address (URL) and the key words or phrases you've incorporated into your site. This can serve as a test of your work before you actually launch your new or modified site.

Most business owners create their web site as a means to generate traffic from a local or regional area. A recent trend to help make this happen is local search services started by search engine firms to attract people who use their PC instead of the yellow pages to find local services. You can improve your chances of getting listed with the major local search engines by making sure your business and/or your web site is listed in the top /Internet/ Yellow Pages (IYP). Walt Williams, a Knoxville SCORE Counselor, provides tips and information about how to register for these **FREE** listings in [Local Internet Marketing](#). This article also offers information on how to list your site with local networks. **Note:** You can get your business listed (including address and phone number) even if you don't have a web site.

MORE ON EXPENSE RATIOS

In our spring issue we included an article on using ratios instead of numbers to determine how your business is doing. The article offered a link to www.bizstats.com, a free service that shows percentages of various expenses and profit for many types of business. More readers opened this link than any other link, which indicates it's a subject that many businesses want to know more about. Be sure to read the follow-up article [Business Expenses: 2002](#) for financial ratios that provides more in-depth data, for a larger variety of businesses. You may be very surprised to find out where you can get this free information!