



### Where's your website?

Is finding your website as difficult for your potential customers as finding Waldo in this picture? *Perhaps . . .* with BILLIONS of sites on the internet, **unless your potential customers know your website address by heart, chances are they will begin searching for you, your products, or your services and get bogged down, distracted, and frustrated by the millions of potential sites for them to view.**



Having a well designed site that provides the information the viewer is looking for while keeping their attention and gaining their business is the key to a great site. **Having your site listed with your chamber of commerce and other directories is helpful, however it immediately lists you right alongside of your local competitors, with little room for you to stand out.** If your potential customers are only finding you through online directories you won't always have the chance to utilize your sites effectiveness.

The most common way for new business customers to find you through the internet will be a keyword search using Google, Yahoo, or Bing search engines. **Being at the top of these search listings will speak volumes about your business.** Prominent positioning = prominent business in the mind of viewers. **Being at the top of the listings makes you stand out, gives your site a much better chance of being viewed and conveys to those potential customers that you want their business** and are working hard behind the scenes to get it.

That is what search engine optimization (SEO) is all about - **making your site stand out and helping potential customers get to your site as quickly and easily as possible.** Once there, they can get to know you, your products / services, contact you, or better yet, make an immediate purchase. Because SEO is so

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 for a free initial  
 consu.ltation

703-745-3786

important to the success of a great site, sbs/nova has strategically partnered with Business Buddy Inc. While our designers focus on the look, content, and navigation of a site, our strategic partner Business Buddy focuses on SEO and making your site stand out!

**They've done the research and the trial and error so that we're not wasting our time and your money recreating the wheel.** Our web design team works seamlessly together to provide top quality sites that get results!

Having an aesthetic, interesting, informative site is a good start but you can't drop the ball at that point. **What's the point of having a great site if no one ever sees it and it doesn't increase sales for your business?**

**Without SEO on your site, your potential customers will be lost in Waldo world.** They'll be searching for you and they may have to settle for doing business with your competition. Don't make your potential clients /customers search the billions of sites looking for you. Make sure your site is easy to find, [contact sbs/nova](#) today. **We are dedicated to providing you with the most focused and specialized team to enhance and promote your business and make you more profitable.**

**Strategic outsourcing + Specialized partners = Smart Business!**

That's why we are -

**Smart Business Services of Northern Virginia**  
**sbs/nova**

Don't have a website you would want your customers to rush to? Then, you really need to [contact us](#) at [sbs/nova](#). We have designed and developed incredible sites specifically tailored to our clients' market.

## Summer Heat

Summer is here and we'd like to offer you **some relief from the heat!** Here are a couple of ways [sbs/nova](#) can help you chill during the summer and beyond.



Hire [sbs/nova](#) to create a new logo or web site for you and receive a **FREE set of business cards** to match your new look!

And / or

Become a new payroll client and get your set up fees waived - **NO set up fees to switch your payroll to [sbs/nova](#)**

**Are you feeling it?**

Have a question or comment? [Contact us](#). We're here to help you run your business more smoothly and profitably.

Looking forward to working with you and helping you manage business **smarter!**

Karen Dolan