

Biztalk

Local Business Network Newsletter

Special points of interest:

- Why we advertising the way we do.
- How important are search engines and how do they work
- The importance of community
- The server advantage

Break Out the Champaign!

We would like to christen this issue of Biztalk with an introduction to Paris' Boutique, a new member of CU Local Biz.com and a fresh store in campustown Champaign.

Paris' Boutique specializes in designer clothing for women. The store has been open since February 2004. The store is operated by Paris Selover a Farmer City native and fashion enthusiast. You can visit her store online at: <http://www.parisboutique.biz>. She has a wide array of fashions, including dresses, blouses, denim jeans, accessories, and jewelry.



Paris' Boutique in Campustown Champaign

New Server

We have recently upgraded to a new, faster server. Some of the features include mailing list capabilities, greater flexibility with email for our hosting clients, and a more secure interface. There are also instructional documents available on <http://www.usalocalbiz.com> to help you understand how to use the webmail, mail administration, and site statistics.

One of the features that will benefit every business is the RAID support built into our server. RAID will ensure that your information is never lost to a malfunction or data failure. Also, if a hard disk fails, the second drive takes over until we can replace the original. This will help keep your website and email functional in the case of hardware crashes.

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Television Ad campaign

How hard is it to compete in Champaign Urbana? With all the various advertising mediums, a business can really get overwhelmed and end up spending a lot of money for a focused campaign that brings about little to no actual support. We have developed an advertising campaign that includes each business with a donut spot on TV commercials. Our ads will be running intermittently on cable channels to be determined. Our

goal is to get airtime for our members without gouging their wallets. The prospect is simple, we approach advertising like you would people coming into your store, allowing them to get a glimpse of everything and take a peak for themselves. Our approach is ultimately designed to peak the viewers interest in your business and get them to visit your website and even your store. Look for these commercials in the coming months.



Google is one of the most widely used search engines out there today!

The Importance of Search Engines

Our primary way to get people to find your site is by using television, radio, newspapers, and flyers to promote your business. We do this by direct and indirect advertising. Direct advertising is where we directly promote your business while indirect advertising is where we promote our LocalBiz.com site so that people will visit our site and find your business. Our LocalBiz site is the primary search place for potential customers to visit, and then, find your business while searching for products and services on the Internet.

We also are submitting your site and our site to the popular web search engines so that when someone searches for products and services within our geographical location, they will find your site. Unfortunately this latter way of getting indexed on these popular search engines can take some time and resources. However, by understanding how these search engines work, and by working together, we can make it so that our sites get indexed more quickly thus getting ranked higher in these popular search engines.

Most search engines find your site by links from other pages. Even if you have sent in your URL, your site can be indexed longer and ranked higher in search results if many links lead to your site. One of my sites that couldn't show up in the most casual search got most of its hits from links on other sites. Links can be crucial in achieving good exposure. We are cross-linking our site and of course we link to your site. If you have any friends, business owners, or vendors that we can link to your site, this will also help get you listed with search engines.

We are using direct and indirect advertising to promote your site and to get people to come and visit your site. Most search engines rate sites by how popular it is, how often it is getting hit, and how many links go to your site. By putting a sign in your window or adding your web address to your regular advertising, your site will gain popularity and thus get ranked higher on the search engines. Note once again that this takes time.

“If you have any friends, business owners, or vendors that we can link to your site, this will also help get you listed with search engines.”

Community Taste Event



Taste will be held on June 20th-23rd, 2004

We're again planning on attending the Taste of Champaign as a sponsor. As we did last year, we'll be contacting you for any marketing materials you may wish to send with us. This year we will be putting together packages for visitors to our booth, which will have our member's information enclosed. We're also talking about offer-

ing a helium balloon with our logo on the face and our web address. We'll probably be giving away one website package to a new business and offering new introductory rates for new clients. If you know of someone in need of a website and you send them our way, you'll receive 20% off your next month's fee.

CU Local Biz.com

Support The Businesses That Support Our Community Like...



An Italian restaurant located in downtown Champaign, serving Italian cuisine.



Creative Tile & Flooring specializes in ceramic and vinyl tile, as well as hardwood flooring.



A contracting company, specializing in custom homes, additions, and remodeling.



Stamps Direct has been supplying rubber stamps and marking supplies for over ten years.



Atron Regen Interior is a top notch interior design firm, helping you live in comfort.



Order your child a personalized story book directly off the Create-A-Book site.



Awards Ltd...specializing in recognition trophies, plaques, and executive gifts.



Catering for any event, large or small. Call Round Barn today to cater to that special event.



Providing professional and personal care - just like an old-fashioned drug store.



Professional massage therapy at a great price. Come in and get a wonderful massage today.



Providing the CU area with excellence in chiropractic medicine and acupuncture.



Paris' Boutiques, a leading retailer of fine, designer clothing in the Champaign Urbana Area.



When you need help, call the professionals. Sewers and water service repaired/replaced.



Lincolnland Express provides transportation to and from Indianapolis, Bloomington, and Chicago Airports.



A horse breeding farm that is located in the Champaign Urbana community.



Country charm & hospitality in an 1874 farmhouse. Handy to interstate & university attractions.



Two terrific locations, where you will find authentic Mexican food.



L.W.'s Place provides counseling services and treatment to persons afflicted by addictions.



We do not work for an insurance company; we work for you. An Independent Agency.



A Champaign/Urbana locally owned construction company that specializes in remodeling.

CU Local Biz.com

Your window to Champaign Urbana

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CU Local Biz.com utilizes the World Wide Web to showcase and promote locally owned businesses and to support and uplift our neighborhoods in Champaign/Urbana and the surrounding communities. We have created a community network that is just a click away that links businesses, churches, community events and civic organizations. It is also designed to increase the customer base for our locally owned neighborhood businesses.

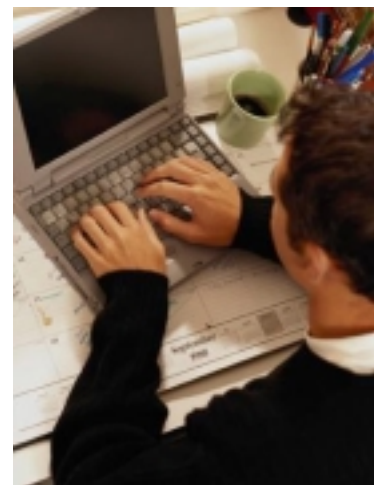
Electronic Mailing Lists

How many times have you visited an internet website and seen an invitation to join their mailing list? I'm sure plenty of times. Now you can offer this feature off your own website if your domain is being hosted by CU Local Biz.com. This feature is built into the server and is relatively easy to configure and manipulate. You can allow would be subscribers to join simply by sending an email to a subscription address. You could gather literally thousands of addresses and send them all an email just by emailing the mailing list name. You could market a new product or offer a special to your valued customers.

There could also be internal advantages of having a mailing list. You could set one up for all of your employees so that you could simply and easily share emailed information. The process of subscribing to the list eliminates the harassment of spam emails and the list can be set up so that only you, the moderator, can post to it.

The mailing list is a nice way to expand your customer base, communicate with existing customers, and eliminate the hassle of Outlook's distribution lists. We can help with the process of setting up the mailing list.

"You could gather literally thousands of addresses and send them all by an email. This is done by simply emailing to the mailing list name."



Email Mailing lists can be distributed postage free!