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## New At Aplus.net

March 2009

- ▶ AskJeff is now on [Twitter!](#) Make sure to follow him for ongoing Aplus.net updates.
- ▶ Use [Google Webmaster Tools](#) to boost the visibility of your website or blog.
- ▶ Aplus.net was named a top hosting company by TopSEOs for March 2009.

### Featured Blog posts

- [The Crunchies: Best Tech Apps & Innovators of 2008](#)
- [PR on the Web](#)
- [Rise of the Killer Apps 2: The Widget](#)

## We're in a Recession: Perfect Time for a Site Tuneup



We're in a recession – so this is the ideal time to improve, maybe even expand, your website. Wait a minute: conventional wisdom advises that businesses need to knuckle down during times like this, be especially cautious. Don't spend money, ride it out, etc. But who says anything about being conventional right now – especially when it comes to your web presence?

Recessions can present perfect opportunities for starting a new business. Just look at Whole Foods, Costco, Intuit, Applebee's and Supercuts (all launched during recessions) as well as 16 of 30 companies that make up the Dow Industrial average (McDonald's, General Electric, Disney) and other household names today. It's all a matter of opportunity costs – which are less when credit is tighter and consumer confidence is low. There are other forces at work, too, during bad times: competitors may be weaker, reorganizing or closing up shop; buyers may be looking for less expensive alternatives; and customer loyalties often loosen, meaning they're more willing to look elsewhere for a better deal. That also means big opportunity.

### Quick Links

Get Started at  
[Google, Yahoo & Microsoft](#)  
[Unite On "Canonical Tag" To Reduce Duplicate Content Clutter](#)

[10 Things To Consider When Choosing The Perfect CMS](#)

Need Help?

[Knowledge Base](#)  
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So if many entrepreneurs consider this period as prime time for a startup, the same thinking holds true for improving your online presence as well. Here's why: ad rates are softening and if your product or service is truly unique, then launching during a downturn – especially if it involves innovative new solutions – could likely net new customers. All this is simply a preamble to the following 7 tips for positioning – or re-positioning – your site for success:

- Take full advantage of SEO: Submit your sitemap to Google™, Yahoo!® and other search engines. Add title tags and meta tags to your pages. Think about your keywords and how people find you.
- Refresh your site content: Update, edit and fine-tune your text and images; add video and audio if possible; revamp your ecommerce strategy, maybe even your shopping cart.
- Find more customers: Again, look to improve your SEO – and move beyond advertising banners and PPC to affiliate marketing programs, ad networks (remember prices are dropping), and focus on relationships and link building with partners.
- Streamline your online look-and-feel: Rethink the appearance and functionality of your website. Optimize your pages. Incorporate some of the many new open source tools to make it easier for your customers to interact with you – and find what they're looking for, like a site search engine or user sitemap.
- Consider a content management system (CMS): Not only are there a lot of

free and inexpensive options available to you, in the long run you'll save time and money on web maintenance and routine updates.

- Start a blog: There's never been a better time to add your own, unique voice to the blogosphere. Demonstrate your expertise as a knowledge leader in your field. Drive more traffic. And generate more business/professional opportunities through Facebook, Twitter and other social networking channels.
- Upgrade your web hosting: If you're consistently maxing out your storage or being charged for bandwidth overages, maybe it's time to update your plan. There are plenty of great deals available.

## Buzzword: Re-Tweet

If "tweet", in the world of Twitter, means to make a post, then "re-tweet" is to repost someone else's. Discovered something you just have to share with others? Retweeting is like forwarding an e-mail; you may be asked to copy the original text (or tweet) and send it along from the What are you doing? box on your Twitter page. Typically, users shorten retweet to "RT" and add it to the beginning of the tweet. There are even tools available, such as Twhirl (a social software desktop client), with a retweet feature.

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