

## Increasing Web Site Traffic

Web site owners are frequently concerned about growing the number of visitors coming to their site. Search Engine Optimization (SEO) is a process of improving the volume and the quality of traffic being directed to a site by search engines through careful placement of keyword phrases when building the site.

Here are some simple SEO tips that can increase the number of people who visit your web site:

- Focus on specific keywords for each page.
- List your major keywords in the links back to your site.
- Make the first 100 words on the page keyword rich and relevant to your product or service.
- Place your best keyword in the header.
- Insert your keywords into your title and description meta tags.
- Make sure your site is easy to understand and navigate through.
- Keep your content fresh and interesting.
- Build a community by adding a blog or other interactive content.
- Post to web forums to get search engine recognition for your site.
- Prominently display your company's contact information.

## ARC Money for Small Business

The White House recently announced a \$15 billion, multi-pronged plan designed to help ease the credit crunch affecting so many businesses and their owners. One portion of the America's Recovery Capital (ARC) loan program, offers deferred payment loans backed 100 percent by the Small Business Administration (SBA).

ARC loans of up to \$35,000 are guaranteed by the SBA for viable small businesses that need help making payments for up to six months on an existing qualifying loan. These loans can give small businesses some temporary financial relief to keep their doors open and get their cash flow back on track so they can maintain existing jobs and ultimately create new jobs.

The recently announced program also reduces or eliminates many of the fees the SBA charges for its guarantee on small-business loans, such as those under its 7(a) and 504 programs.

Through a key component of the ARC, the U.S. Treasury Department will boost bank liquidity by purchasing small business loans in secondary markets. The \$15 billion from the Treasury will primarily be used to buy loans and thus free up lending by community banks, credit unions and other small-business lenders.

*continued on page 11*

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