

Dominance Dispatch

Issue 20

February 2003

What do your customers SEES?

Bad grammar? You bet, but a good concept to help you increase your business. Search Engine Enhancement Services is our latest offering to help you be found on the web. After months of internal research and development to achieve better search engine placement for ourselves, we now offer this service to our customers.

Have you tested to see how well you rank? If your website is not producing what you believe it should, take this simple test. Execute a search of a keyword for your industry. If you manufacture or distribute lighting accessories for instance, search the web for one of your product lines. If you are not listed in the first three pages people will, in general, search no farther to find you.

We did some random testing of several of our customer's websites and some could not be found except by typing in their company's name.

Additionally, the fees being charged for these services are phenomenally high. Why do companies pay \$1000.00 per month for these services? It's because they don't understand the Internet's search engine system and those companies that sell these services can name their own price. Call us today for a *reasonable simplified* price structure that *all* small businesses can benefit from!

Providing Complete System Solutions

Dominance Software is a Value-Added Reseller for SBT Accounting, ACCPAC and Information Software, including the Professional Series, Vision Point 10, Lahey and JobCost. We also provide, Goldmine, TIW & COSS Manufacturing Software along with many other vertical applications including Citrix. Computer networking, Closed Circuit Television, Search Engine Enhancement Services and Visual FoxPro programming are all part of our family of services. ***Our focus is meeting your needs and expectations.***

Adding Dollars to your Bottom Line

The 4 Biggest Mistakes With Your Website

Number 1:

Not having one. Whether you sell products or services from your website, you must at least have one. Why? Recently we received an odd request for one of our customer's phone number. Unable to find them any other way, this person did a web search on the company's name and guess where they ended up? That's right, on the clients page of *our* website. Hopefully we helped secure a sale for our customer. This is the same customer who claims that his client base is not *sophisticated* enough to use the web.

Monster.com spent millions on this year's Superbowl to advertise hourly jobs. Careerbuilder.com and Hotjobs.com are also targeting skilled and hourly workers in a traditionally salaried white-collar market. Why now? Until now they did not believe these people in the marketplace were sophisticated enough (there's that word again) to be using the web for employment services. Sophistication has nothing to do with it. Look folks, with the advent of cable companies and phone companies offering high speed Internet access, it is merely affordable and sensible enough now for people to realize the full potential of what's out there; **no PHD required.**

You must have at least what we refer to as a cursory website indicating

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Visit us on the Web
www.domsoft.com



We are now updating our website every week. If you get a chance please take a look at our new **DEMO** room. You can actually view and interact with each product we sell*. If you have any suggestions or comments on our site, please let us know. Also if you would like to put your link on our site please feel free to contact us.

*This requires a download of the ICA client. If you have any trouble please contact our office for assistance.

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what you do and providing contact information so that you can be found. It's particularly important if your market extends beyond limited geographical boundaries.

Number 2:

Not being seen. Refer to our new Search Engine Enhancement Services.

Number 3:

Cost. Those of you in our customer base who print catalogs in bulk of 30,000 to 100,000 at a time know that even if you can get the price down to \$1.00 per catalog it still costs you, you do the multiplication. It kind of makes you sick doesn't it? A catalog also has a limitation of reaching only one intended recipient at a time. A well designed website with high Internet visibility can pay you back much more generously than a catalog. That doesn't mean you need to throw them out though. If a prospect visits your website and requests a catalog, you now have a qualified prospect who was easily able to reach you when he/she may never have known you existed.

Number 4:

Hiring the wrong people to design your website. A clumsily designed website will have people running from it. The content and design need to be clear and well organized. I can always spot a website designed by a programmer instead of a marketing person. They usually have lots of graphics, many of which spin and flash, requiring more time to load on the website visitor's computer and doing nothing to enhance the company's image or improve sales. Call us and we will refer you to a professional Internet marketing company that is reasonably priced and knows how to avoid the clutter.

FREE ANALYSIS

We now offer a FREE analysis of your current computer networking system. A complete system review documents the information you need to make strategic, balanced business decisions and impact your IT system's future performance. This enterprise-wide LAN/WAN audit focuses on hardware, software, security, disaster recover and network infrastructure. If you or someone you know, are interested in a FREE analysis, contact us today.

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Software Development
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CITRIX



Elevator



Acknowledgements

We would like to take this time to acknowledge the growth of our client base:

Avon Tape,
ACCPAC
Devcon Industries,
ACCPAC
Kids Classic Furniture,
Citrix, Computer Networking Services
Lyncole,
ACCPAC