

Daryl Willcox: “SME websites don’t need to be award-winning works of art”

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Business websites don’t need to be “award-winning works of art”, according to the founder and chairman of Daryl Willcox Publishing, a company which helps SMEs raise their media profile.

In the latest podcast of a series entitled ‘How to market your business on a shoestring (<http://www.dwpub.com/smallbusiness>)’, ex-journalist and PR expert Daryl Willcox explains the importance of SMEs developing an online presence.

“Your website doesn’t need to be an award-winning work of art – it just needs a few fundamental basic pieces of information,” said Willcox.

"Having a decent internet presence will mean you are more likely to come up and appear in search results and therefore draw in more potential customers."

"People who do this well get fantastic results. For small businesses (<http://www.dwpub.com/smallbusiness>) with limited budgets it’s a really fantastic way to grow your business without making a massive investment."

In the podcast Willcox emphasises the importance of good relevant content for customers as well as explaining the principles behind search engine optimisation and the need for clear contact details.

The podcast can be heard at www.dwpub.com/smallbusiness - an online advice hub set up by Daryl Willcox Publishing to help budget-conscious small businesses with their PR and marketing.

The hub offers free tips and advice such as a ‘how to’ guides on writing and distributing press releases.

About Daryl Willcox Publishing

Daryl Willcox Publishing (www.dwpub.com) provides information services for people in journalism, public relations and marketing. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wires, the Freelance Journalist Directory and the FeaturesExec media database. Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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