

Embrace the Web

Public relations and communications firm Cher Murphy PR LLC offers these tips for promoting a service or product online, without breaking the bank:

■ **Jump on the Web.** If your company doesn't have a Web site, now is the time to create one. Site-builder services can make it cheap and easy.

■ **Blog.** If you can attract a readership, blogging may be the perfect way to showcase your business. Many sites offer free blogging accounts, while others charge only a few dollars.

■ **Be an amateur videographer.** Creating and posting a low-cost, informative video on YouTube can drive traffic to your Web site.

■ **Seek press.** Make it a goal to send out at least one news release a month to your local paper.

■ **Network.** There are online networking sites that make it simple to connect with other professionals or companies, getting the word out about your own ventures.

Printing imperfections present during scanning

