

Do you have Web “Click” Currency?

As the telephone evolved into being the #1 communication device used by all business, anyone in business knew it was crucial to at least have a listing in the phone book. If someone was going to find and contact your business, that’s where they would go - either business white pages or the yellow pages.

Life was simple, just having business phone service got you automatically listed in the white pages. The directory was only printed annually and one order (alphabetical) – so you were assured of being findable the same way year after year.

"Google has made links (clicks) the currency of the Internet and each of the thousands of new sites that arrive every day all need to acquire some of that currency before they can enter the playground."

*Published: Webmaster
World.Com – 11/1/2006*

Times are different now – the Internet is by far the most used source to find businesses. But there are literally 1000’s of directories, sorted in every possible order and its’ all complicated with search engine rankings etc. Plus, unlike with telephones, just buying service (Internet Service Provider) DOES NOT get your company listed or findable. You must pay extra to become findable on the Internet – and that cost can vary from near nothing to many thousands of dollars. First and foremost you must obtain a Domain name - that costs some money. Second, you must be registered in search engines and that can cost money. Third, your Domain name must have content and “activity – better known as – Clicks” to help build a positive reputation and ranking order. Traffic to a domain name has become the Internet currency or sorts, the more you acquire, the better your Internet presence and the easier your company is to find.

So how do you get clicks? There are many ways, but the easiest way that many companies never think of to use – is to just create your own clicks! How? Do as much day to day company business as possible in a manner that creates Click statistics for your domain name. If you use AOL, MSN, Yahoo (or even Gmail.com) accounts, every time you login to get email you improve the click count for big companies and effectively take potential clicks away from your company. Instead, what if each time you (or anyone in your company) logged into their email, calendar or did routine word processing / spreadsheet work, your company got credited with click statistics? The GAFYD.net solution creates this win/win situation for your company.

Phase II - 2007 Intuit-IFTF Future of Small Business – Key Findings

1. **The Connected World: Small Business Management On My Time, On My Terms.**
2. **Beyond Web 2.0: Technology Fuels Small Business Formation, Operations, and Innovation.**
3. **Small Business Marketing: The Mindset Shifts from Push to Pull.** *(Small businesses will need to shift their marketing methods to provide customers and prospects with the right information, in the right context, at the right time.)*

Just how important is it to develop a Web presence for your company? Consider key finding #3 from the “Phase 2 – Technology Trends” report sponsored by **Intuit Corporation** (makers of Quicken and Quick Books software) and **Institute for The Future** in 2007. This 3 phase comprehensive year long research project is an effort to understand the impact of various events on the small business sector – a group that creates roughly 75% of new private sector jobs.

Web Presence will be the single most significant marketing element for small business in coming years. Here are some of the reasons why according to findings in the report.


A small business's online presence will be the most important factor in customer acquisition. Customers will increasingly find the information they need to make purchasing decisions, rather than merely accepting what's pitched at them. Creating an online presence that extends beyond the company's Web site—and contains relevant content—will be an increasingly important part of the small business marketing mix.

Small businesses will increasingly market themselves through the connected world of cars and cell phones. As the sophistication of cell phone based and automobile marketing rapidly improves, small businesses will need to be poised to take advantage.

It's clear that today any size company needs to have, if only very minor, a true WEB Presence. You need to create as many "clicks" to your domain site as possible REGARDLESS of the reason. So how does a small business do this? GAFYD.net provides the answer by making your company's Domain name the center of all your Web processing. By going to your own Web Site and logging in to perform daily tasks such as: getting email, viewing calendars and other daily processing your helping your company's Web reputation. This is a win/win situation for you.

Using Web hosted email / calendaring and other applications - accessed via password protected login at your company's Domain not only builds "click currency" but provides other benefits: reduction in IT infrastructure, better unified communications (email, IM, Voice Mail) greatly enhanced mobile computing - anywhere / anytime / any device access to core information, shared calendaring and document collaboration.

Simple Ways to Build your company's "click currency"	Minimum Critical Elements for being "Findable" on the Internet
Make daily access to your email, calendar and other daily operation events count toward "click" inventory.	Get a DOMAIN NAME, it is your cyberspace address, without this all the other elements can not be obtained.
Gain the ability to have "click to pay" advertising by leasing a piece of your cyberspace real estate (your Company Domain Name). This has both cash revenue potential plus increases your "click currency".	Get at least a 1 page WEB SITE. Virtually all search engines must find some content on the web associated with your domain name before they will even place you in their directory.
Create an environment for your partners, affiliates, employees or contract personnel that results in them creating "click currency" for your company (versus giving it away to the big guys) just by doing daily work.	Get a basic WEB PORTAL providing hosted web applications. This is the way to get all the clicks associated with daily work credited to your company's domain name.

 powered GAFYD.net costs as little as \$499 (one time) or \$49/mo (for 12 mos). For less than list price of one copy of the new "Microsoft Office 2007 – Professional Edition" your company can have comprehensive Web presence and integrated e-communications. Making you "findable" and increasing you "click currency", the two most critical items of Internet marketing.



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Tom's work with network based software applications and communications started as a developer and later, product manager for interactive online statistical analysis tools used by leading oil/gas companies in the 1970's-80's. Tom formally entered the field of voice communications in 1998, an infancy period for VoIP technology, as reseller for the first commercially available IP-PBX system. He subsequently brought to market - HomeGATE, an IP enabled and voice driven Internet portal wireless residential phone system.

Today he applies near 30 years experience in technology management, product development, consulting and marketing to the deployment of main-stream IP network and VoIP solutions. He can be reached at 303-932-8146 or tsmith@techen.net.