



# Connection Pros

A few days ago, I attended a connection function that I had never attended before. I saw many people that I knew, but I really had the opportunity to meet a lot of new people.

One of the gentlemen that I met was in the business of helping people design online learning programs. I had a very nice conversation with him and at the end of the conversation, I asked for one of his cards so I could check out his web site and see if we might be able to do business together. After returning to my office, I pulled up his web site and was quite impressed because he was offering many teleconferences, valuable links to other affiliate web sites, and even a short video. However, as I delved deeper into his site, I was shocked by what I saw.

When I looked at the calendar of his teleconferences, all the dates listed were at least six to 12 months old. Most of the links to the affiliate web sites were nonfunctional and his short video was of terrible quality and didn't even look like the person I had met the night before. After this dreadful experience, I immediately threw away his card and vowed never to do business with this individual.

If you're going to take the time to attend networking functions to meet and connect with as many new people as possible, it's vitally important that your web site reflects the level of professionalism that you want to. Nimesh Dinubhai of JN Web Concepts knows the importance of refreshing your web site on a regular basis.

*"This is one of the most commonly over-looked areas of most website owners and internet marketers. People are addicted to new and constantly changing valuable information. That's why most people subscribe to newspapers. They love the fact that it's completely different than it was yesterday. Plus, your website visitors are much more likely to come back and re-visit your website if they know that you frequently add new information to your site. "*

*"Here are a few suggestions you might want to consider when updating your web site:*

- *Offer free and helpful content, advice, and suggestions*
- *Constantly change the headline in your web site until you discover the one that works best for you*
- *Add some new features to your web site to encourage our visitors to drop by more often"*

As you can see, a few minor changes to your web site can have a major impact on the depth of the connections you're making. If you're like me and you try and drive as much traffic as possible to your web site, take the time to make sure your site looks as professional as you. See you next month.