



Using your Website to Attract Sales

Tools for Small and Medium-Sized Businesses to Sell Products Internationally

It is imperative for a small business to have a website strategy to market their products and services these days, especially when selling to overseas markets.

The [U.S. Commercial Service](#), **Northern New Jersey Export Assistance Center** in partnership with the **Small Business Development Center at Bergen Community College**, is hosting a breakfast seminar on **June 23, 2009** to help New Jersey firms learn about tools and best practices for companies to more effectively market their products both locally and internationally. The seminar will focus on Web 2.0 and Google Tools for Small Businesses, Search Engine Optimization Strategies, Localization vs. Internationalization of Website Content, International Online Payments Options and Internet Fraud. Join our expert speakers, and get the following questions answered:

- Are overseas firms using the Internet to search for products?
- How do search engines rank my website when potential customers do searches?
- Can I register my website in a foreign country?
- Should I translate my website for different target audiences?
- What are customers saying about my products?
- How do I protect myself against online fraud?

REGISTER NOW!

Event: Using your Website to Attract Int'l Sales

Date: June 23, 2009

Location: Rm Tec 128, Meeting & Training Center, Bergen Community College, 400 Paramus Road, Paramus, NJ

Cost: \$40.00 with Breakfast Included

To register click below:

<http://www.buyusa.gov/nj/intlwebsite.html>

Contact **Harvey Rubinstein** at 973-645-4682 x 216
or Harvey.Rubinstein@mail.doc.gov



Around the Corner, Ahead of the Curve