

## What's Developing

More and more shoppers are looking online for items that they purchase. Like it or not, that's the way it is and the trend will probably just continue to increase.

If you have ever considered setting up an online business or doing a portion of your business that way, you probably gave up before you even started because you didn't know how to do it.

Good news!!

A very affordable session entitled "Creating an Online Presence for your Business" will be offered Thursday, July 23 from 12:00-1:00 PM at NSU Lincoln Hall in Aberdeen. Attendees will create their online profile and learn about the free tools available through the Get Your Business Online program.

A second session entitled "Expanding your Business Online" will be Thursday, August 6 from 12:00-1:00 PM at the same location. That workshop will focus on how to target customers through online advertising.

Each session is \$15.00.

Why even consider an online business? Here are some statistics: 97% of consumers look online for local products and services. 55% of small businesses do not have a website. 4 out of 5 consumers use search engines to find local information.

For registration and other details, email the Eureka Community Development Company office at [ecdc@valleytel.net](mailto:ecdc@valleytel.net) and the information will be forwarded to you.

*Wanda Jundt*