

Kudzu.com Works for Me!

“We are expanding our business as a direct result of our listing on Kudzu.com.”

“My biggest concern is that we won't be able to keep up with the demand Kudzu.com has created for our services,” said Joe Frades, owner of Property Image Enhancers, a company that provides landscaping and property repair services in order to increase the appearance and dollar value of

What's New at Kudzu.com

Numbers Are Up, Up, Up for Kudzu.com

Looking to grow your customer base? Great news! New customers are stopping by Kudzu.com every day! Last month, we had a **27% gain in new visitors** to Kudzu.com, and they are sticking around to view more pages than before—an average of **7.11 pages** per visit. That means the probability of new prospects seeing your listing have gone up, up, up. Increase your chances of reaching as many new visitors as possible by using all your features, upgrading your listing (if you haven't already) and checking out additional ways to show up first and most when consumers search. Check out our limited-inventory [advertising products](#) that make Kudzu.com work even harder for you!



Don't miss this extension of your Kudzu.com presence. Offer seasonal specials that align with your service offerings. Update them frequently so customers come back again and again, or refer your company to their neighbors and friends who may need your services.

Due the overwhelming popularity of special offers, we've overhauled the Deals tab on Kudzu.com so consumers can search quicker for deals per category and those that are recently added. We even offer advertising space so that your deal is sure to stand out when consumers search. [Contact Kudzu.com Sales now](#) for more info.

Kudzu.com Power Tips

What Makes a Winning Website

Think websites are just for big companies? Think again. A simple, up-to-date website with basic information can be a small business owner's best friend. Your website can help you appear more professional and stand out from competitors who do not have websites. What's more, you can communicate information about your company quicker, easier, and at potential customers' convenience. Finally, you can use face-to-face time more productively by encouraging prospects to visit your website before you meet with them. You'll then have more informed prospects who are closer to making a purchase decision, thereby tightening your sales cycle and potentially increasing your revenues.



Here are some things to consider when building a website:

1. The most basic website doesn't need to cost a pile, but you do want to think it through strategically before putting up something that might be less than professional. It wouldn't hurt to sit down with a web design consultant and determine your website goals before choosing a course of action.
2. Consider your brand look and feel when designing your website. Marry in with the colors, logo and any tag line or other verbiage that you use on your trucks or in customer communications so that you present a cohesive image and get the most bang for the buck.
3. Tell a bit about your company, its mission and values, its service offerings, and any credentials or professional affiliations you have. A professional web content copywriter can help you package your message.
4. Let your customers rave. If you have testimonials or before-and-after photos, share them. Potential customers love to see real-life evidence of your expertise.
5. Include contact information and be sure it's up-to-date. Respond to emails or

requests for appointments promptly.

This email was sent to: **Lucinda.Kemp-Erisman@coxinc.com**

This email was sent by: Kudzu.com
6205 Peachtree Dunwoody Road Atlanta, GA 30328 USA

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