



Give Your Profile a Makeover

As you know, the most successful businesses on Kudzu.com are those that take advantage of all the tools available to enhance their profile. A robust profile showcases your business, makes it stand out among the competition and provides the information a prospective customer needs to feel he or she is making an educated decision.

If you are looking to add depth to your business profile on Kudzu.com, adding photos is a great way to really showcase your work. In fact, business profiles that include photos are twice as likely to be viewed as those without. Seeing samples of your work helps consumers when they are making purchase decisions, so why not make this information easy for them to find? Photos are also an excellent way to show off your versatility - for example, if your core business offering is in Roofing, consumers might not otherwise realize that you also offer Painting and Gutter Cleaning services.

Businesses that have uploaded "before and after" shots have learned this is an especially effective way to highlight their work. You can also choose to include photos of your staff and office, satisfied clients and any other photos that you feel showcase your offerings and why you are the best at what you do.

Uploading new photos regularly demonstrates a variety of work and shows you have a lot of experience in your field - instilling confidence in consumers. Check out these businesses that are making great use of the Photo feature on Kudzu:

Clutterologist - Atlanta

<http://www.kudzu.com/merchant/photos/1112440.html#sel>

A1 Carpet Care - Las Vegas

<http://lasvegas.kudzu.com/merchant/photos/1241625.html#sel>

Sullivan Moving & Storage Co. - Phoenix

<http://arizona.kudzu.com/merchant/photos/1236137.html#sel>

A New Kitchen - San Diego

<http://sandiego.kudzu.com/merchant/photos/1187338.html#sel>

Stefanie Thompson Photography - Orlando

<http://orlando.kudzu.com/merchant/photos/15949001.html#sel>

To upload photos to your business profile, please make sure they meet the following **Photo Specifications**:

- The photo file size cannot exceed 2 megabytes (2 MB).
- Photos that exceed the maximum dimensions of 640 x 480 pixels will be resized automatically to fit within those dimensions.
- Photos any larger than 1000 x 1000 pixels cannot be accepted and must be resized prior to submission.
- Photos must be in one of the following formats: GIF, JPG or BMP.



Marketing Your Small Business

Using photos can enhance your Kudzu profile and attract more customers to view it. Following are more ideas you can use to promote your small business.

15 Foolproof Ideas for Promoting Your Company

Every successful company uses some sort of promotion to influence certain audiences - usually customers or prospects - by informing or persuading them. Reasons for promoting a business include: increasing visibility, adding credibility to you or your company, enhancing or improving your image, and bringing in new business.

The following cost-effective, easy-to-execute ideas have the power to increase sales in a way conventional advertising cannot. The key is to find the methods that are appropriate for your business, marketplace, and professional style. [Read more...](#)



"Enhance Your Profile" Photo contest

Kudzu is excited to announce its first "Enhance Your Profile" Photo Contest. Open to all registered businesses, any company with a business profile on Kudzu.com is eligible to participate. The owner of the winning profile will receive a Samsung **8.1 MP model S860 Digital Camera**.

Profiles will be judged based on the criteria. Photos must:

following



- be business-related
- enhance your business profile
- be "family-friendly"
- be newly uploaded (photos already posted on the site do not count toward the contest)
- be uploaded to your Kudzu profile between July 15 and July 31, 2008
- also be emailed to: michael.taylor@coxinc.com

The winning photo will be the one that best exemplifies that company's services. The winner will be announced in the August 5 issue of *The Kudzu Advantage*. Please email michael.taylor@coxinc.com for Contest Rules and Information.

Featured Business: [Medallion Inspections](#)

**"Does Kudzu.com work for us? You bet!
We've staked our business on it!"**



"Our home inspection business depends entirely on reputation for business, so when Kudzu.com was announced a few years ago, we wanted to participate. At the time, we were watching the traffic from the typical search engines (Google, Yahoo, MSN, etc.) grow, but the quality of the callers was stuck on price. We wanted a way to stand out from the crowd.

Read more about Medallion Inspections' experience with Kudzu.com [here](#).

Don't forget to make your plans to attend the [SOUTHEAST BUILDING CONFERENCE](#) from July 31 to August 2 in Orlando!



Kudzu is hosting an event at the Convention Center immediately prior to the Charlie Daniels concert on July 31 -

you won't want to miss it!

Visit Kudzu on the tradeshow exhibit floor at **Booth #1589!**

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