

## 9 Tips for a Successful Web Site

1. **Informative:** Look at your web site from the users' perspective. Are you giving them the information they came for? Internet consumers, when browsing a furniture web site, expect to see furniture. Show them what you sell!
2. **Navigation:** Make it easy for the users to find what they are looking for. They should be no more than two or three mouse clicks from the information they seek.

### Members' Tips

#### Eliminate Spam & Viruses

This is a reminder that we've developed a Spam-mail protector, which is available for your use. It has been designed to filter unwanted advertising and to enhance your e-mail service. Call our head office for additional information on this product.



"Look at what's being blocked. I'm so impressed! Thank you so much! Viruses and junk mail are all eliminated! But our clients and suppliers are still getting through, nice work!"

Cate Cotter- Bennett's Furniture

#### Web Site Esthetics

Is your web site in dire need of a makeover? Why wait any longer? Your Internet Management Experts are here to meet your needs. Call our head office to speak with one of our designers; they will offer you professional advice and industry leading solutions to your Internet queries and concerns.

#### Bilingual Web Sites

If you would like your web site to be bilingual please contact our office.

3. **Dynamic:** Give your customer a reason to return to your web site. Your site needs to be updated on a regular basis.
4. **Publicize:** Don't make your customers work so hard to find you. List your site with the search engines. Put your web address on your Invoices, Flyers, Newsprint, Delivery Vehicles, Yellow Pages, Business Cards and everywhere else your customer sees you.
5. **Updates:** Make certain your web site is current. It loses all credibility if you have out-of-dated stock or information displayed.
6. **Feedback:** Ask your customer, your toughest critic, for their opinion.

#### Send Us Your Updates

Whenever you have new developments relating to your business, such as, a special event or a limited-time offer, let us know. We'd be more than happy to upload this information to your site. Submit your flyers, product changes, marketing proposals, anything you deem to be information pertinent to your client.

Please send your requests to  
[updates@allyourfurniture.com](mailto:updates@allyourfurniture.com)  
or call (705) 525-1273

#### Bienvenue Québec!



Welcome to all our new Québec Retail Members. With Matthew Carriere heading our Montreal office, many Québec retailers are getting involved in our system.

Merci Québec!

Visit us at the Québec Fall Market.



1965 Lasalle Blvd.,  
Sudbury ON P3A 2A3  
**705-525-1273**

### Coming Soon!

#### Supplier Clearance Centre



As requested by our members, we will soon introduce a clearance centre where suppliers can flag clearance or discontinued models that they would like to move.

Retailers have been asking for this so they are able to see which models the suppliers are clearing.

Suppliers who are interested in listing merchandise in this section should contact our office.

#### allyourfurniture.com Redesign

Due to the large volume of consumer traffic our web site is receiving, we are redesigning our site to be more user friendly to the general public. Our goal is to bring the buyers to the retailers.

#### www.tousvosmeubles.com

Due to the large volume of French consumers and retailers now using the allyourfurniture web site, we will soon be offering our site in both official languages.

To see the current catalogues and member web sites please log on to:

<http://www.ayf.ca/menu.htm>