

# Do you Webring?

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Are you actually benefitting your business by being part of a webring? Lets take a closer look.

If you have a personal, non-profit website and are just sharing your hobby, family or skill a webring can be a nice asset. You get traffic to your website to share with the Internet World your personal interests or favorite things.

Lets look at the other side of the webring coin. Lets assume your Website is for profit, you are selling a service or product.

Being part of a webring can actually hurt your profit, why? Lets use a couple of examples:

Example 1: Lets say you sell handmade wooden toys and you are part of a Wood Crafters webring. Are you the only one or one of just a few on your webring that makes and sells wooden toys?

Are the other toy websites different then yours? Do you offer a visable advantage over the other sites? You could offer free shipping or a monthly contest.

If your not different and give a real advantage to why folks should shop at your Website your just blending into the pack, one among several.

Example 2: If you were going to open a hardware store would you open it right next door to one that is already there? I am sure your getting the idea.

As a final note, think about and even write down the benefits and disadvantages of being part of a webring before you place one on your website.

Best wishes to your success!

Merrie Schonbach

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