



Dean~Sinclair Chartered Accountants

211 Hincks Street, Pembroke, Ontario, K8A 4N7

Phone (613) 735-3193 ~ Fax (613) 735-2869 ~ E-mail: deansinc@nrtco.net

In our newsletter, we try to offer a variety of current information and helpful business advice. We welcome any comments.
We extend our best wishes to you and your families for a happy and prosperous new year.



Laptop or Desktop ?



As the price of laptops continues to fall, some of you may be asking if it is time to switch from desktops to laptops.

Even though the price of laptops has declined, a price gap still exists. A low end laptop still costs more than a similar desktop and a high end laptop can cost more than double that of a desktop.

Price, although it is always important, may not be the only factor in determining which computer you should purchase. The primary importance should be placed on how the computer will be used. If your employees need the same computer at office, at home, at meetings and while travelling, then the laptop may be the best choice.

We have listed below a few other things to keep in mind when trying to make your decision.

Repairs and Expansion: Components in the desktop are easier and less expensive to repair and upgrade. Expanding may be as simple as adding a new component or changing an existing one. Laptop components are more expensive and harder to repair mainly because of the size of the unit. The laptops size also makes upgrading more difficult.

Ease of use: Many users find the compressed version of the keyboard and internal mouse on laptops less comfortable to use. However, a regular size keyboard

and mouse can be easily attached to the laptop for use in the office.

Performance: Advancements in technology have brought the performance level of laptops up to that of the desktop. Not only has the processing speed increased, but the graphics card in laptops now equals or exceeds that of the desktop.

Battery Life: The major drawback of laptops has been their inability to run for an extended period of time without battery backup or plug in power. An extra battery is almost essential.

Hard drive Storage: This should not be a problem for most users since laptops are now reaching into the 200GB+ capacity.

Theft or Damage: A laptop's small size makes it more vulnerable to theft and its portability can make it more prone to accidental damage.

For most users, the laptop will provide all the requirements they would find in the desktop with the ability of being portable. Desktops on the other hand are much easier to expand or repair and can be purchased for a lower price.

After considering all the facts, the decision will be primarily based on how the computer will be used, its price and your personal choice.



Improving Your Website

Some of you who are just starting your business or those using more traditional means of doing business, may not feel it is worth the money to set up a website. You may wish to reconsider this.

There are several reasons why a website is useful in today's business world. First, many of your clients and prospects have websites and therefore having one is an easy way to increase your credibility. Secondly, a good website can help you attract new customers and not only retain but expand your current customer base through additional services and referrals. Finally, it might help you actually reduce or eliminate certain costs.

If you are considering setting up a new website or improve your existing one, here are some helpful tips.

- **Your website should represent YOU** – remember a first impression is a lasting one, make your website interesting and free from grammatical and typing errors.
- **Make your site as interactive as possible** – provide your customers and prospects with reasons to stick around or return to your site.

- **Make it easy to navigate, return to and generate responses** – navigation should be visible and consistent.
- **Have a domain name and logo** – something customers or prospects will remember.
- **Avoid using excessive graphics** – these items tend to slow down site response time as prospects attempt to access it.
- **Use three or less font types** – and have a means to upload files and track contacts to various items/pages.
- **Keep your site fresh** – update the information regularly.
- **Test your site** – from the prospect's perspective.
- **GOOGLIZE** – Google powers AOL, Yahoo and accounts for 60 percent of internet searches.

Your website needs to be well thought out if it is to be a key ingredient in your marketing efforts. It should emphasize your image, solutions to common problems, be a pleasure to visit, interactive, easy to use, continuously refreshed, tested and well-integrated into your overall marketing plan.

Here are some topics you may wish to include in your website:

- A logo
- Your mission statement
- Have an "About Us" section (Bio summaries)
- Services Offered
- Special Offers
- Referral incentives
- Contact information (yours and theirs)
- FAQ's (answers to common problems)
- Testimonials (with videos)
- References (including phone #'s)
- Customer Service Section