

A free web page for your Berkeley business (sorry, limited to Berkeley businesses only).

1—No strings attached... ever!

2—You control the content of your page (and no ads from other businesses on your page).

Sounds too good to be true?

It's not. I have created a web site on which you can list your Berkeley business for free.

How can I offer this?

I have a template that I drop your business's details into, so it takes me almost no time to make your page. Since there are no elaborate computer codes and layout issues, I only need a small web site to house hundreds—potentially even thousands—of businesses.

So, how am I going to sustain it? How am I going to make money off it?

I teach science at Berkeley High School, a job that I love and don't plan on leaving. It also gives me some extra time during the summer. I'm not in this to make a "dot-com fortune," but instead to provide a simple presence on the internet for businesses that I have shopped at, worked at, and received donations from. **Most businesses don't need a "website,"** and many that have created them have lost thousands of dollars trying to sell things over the internet. I'm providing a place where web surfers can find out what you carry, your hours, location, etc. Think of it like a yellow pages ad (you all know how much those cost).

Why am I doing this?

My belief is that as more local businesses gain an online presence, even limited ones, people surfing the web will learn that they can get whatever they're looking for right around the corner or down the street, and not feel they have to shop online or drive to the mall.

How do you sign up?

The fastest way is to visit the web site www.ShopInBerkeley.com. Click the link in the upper right corner "Businesses: Sign-up here." Fill out the form that appears (address, phone, hours, description, etc.) then click submit. The form gets emailed to me. I'll call you to confirm that you're really the owner/manager of the business, then post your page.

You don't have to have an email account to sign up. If you don't have access to the internet, use a computer at the library, get your niece to log you on, your neighbor, etc. If you can't find anyone, call me up and I'll mail you a form, or we'll figure out some way to get your information to me.

What are our mutual obligations?

None. I'll keep your page up, and you can update it once a year if your business changes (think of it like the yellow pages—it's not for seasonal ads, but for year-long information about your business). I'll be conducting some publicity for the site, but I don't guarantee the amount. Currently, I'm not advertising the site until I get more businesses on it (as of July 25, I have all but a few of the bookstores and bike shops in Berkeley listed!). I plan on running a few ads as UC students return in August. For those who wish to legalize our relationship, I have a contract available that details these and other agreements.

If you have a web site already.

I'll link to your website from your page on ShopInBerkeley. A general axiom of internet commerce is the more links to your site, the more people will visit it (and the higher search engines will rate you!)

If you want more than just the template page.

I think you'll find that the template page is substantially more than other "free listing" offers. If you still want more, I'll be offering web design services for those who want a more elaborate site (menus, fax-in orders, photos of goods, etc.). I'm working out rates on this, but it will run about \$100 for three pages for one year.