

# Three Great Add-ins for Your Website



## By Neal Greenberg

What is better than great technology? Great free or inexpensive technology. I have found 3 fantastic free or inexpensive technologies for websites that I personally use every day. The first improves customer service, the second improves your ability to target your customers and the third is great for creating forms.

### liveperson.com

The internet gives you access to a much broader customer base. You can sell online to someone down the street or on the other side of the

globe. This comes at a cost though. You lose the 1 on 1 interaction that a store front establishment offers. LiveEngage allows you to communicate with customers who are on your website and have questions. They hit the chat button and your computer or smartphone rings to tell you that you have an online chat request. From there you can convert that person into a customer. Another benefit of the software is that you can see at any given time, who (what company or organization) is on your website, where they are from, what they are browsing and from where they were referred to your site. The cost for

this service starts at just \$18 per month.

### clustrmaps.com:

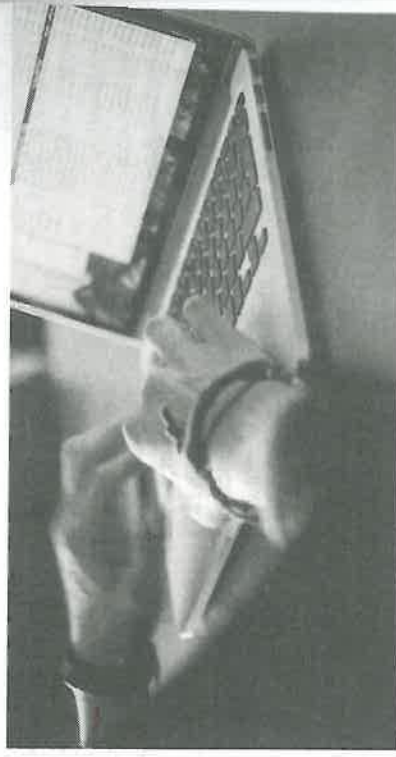
Clustrmaps is a service that allows you and your customers to see where people are from whom are browsing your website. This allows you to see how many visits and from where on a graphical map of the world. You can zoom in to a geographic area for more detail and also look at data for a particular date range. As an example, this map show from March 1 through March 11. The basic service is free. You do have the option to upgrade for even greater detail and statistical data.

### wufoo.com:

One of the goals of any website should be to collect information on a potential customer and use the information to offer them the services and products they need before your competitors do. Online forms are a way to do this. You can use forms for customer feedback, product registration, to sign them up for newsletters or perhaps to have a contest, which is what I use wufoo for. The interface is very easy to use. I created forms in 10 minutes and had them linked to my website in 5

minutes. You can make 3 for free. After that you can subscribe for as little as \$14.95 per month for as many of 10 forms or \$29.95 for unlimited forms. Because you can edit and modify the forms, I am still using the service for free by recycling my forms.

These just happen to be three of the many low cost products and services that I personally use. Because they are less known, I thought I'd share them with you. We all can use some good business karma.



Addins for your website can improve customer service, help you target prospective customers, or easily create feedback forms.

Top left: clustrmaps.com shows where your website visitors are based, letting you fine tune your marketing

Above: liveperson.com allows your customers to chat with you through a chat button on your website.