



News Release

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SBA Announces Improved Web Site On Eve of National Small Business Week

Site Outperforms E-Government Benchmarks for Nine Major Satisfaction Areas

WASHINGTON, DC – April 19, 2007 – One of the federal government’s best Web sites for small businesses just got better. With SBA’s National Small Business Week, April 22-28, 2007, approaching, the agency is pleased to announce improvement in one of its finest resources, www.sba.gov.

According to a recent online survey of those who visited the Web site, SBA equaled or exceeded the benchmark standards set for 111 federal government agencies as measured by ForeSee Results, Inc. and provided in the research company’s Web Site Satisfaction Performance Report to SBA.

“At SBA, our goal is to help small businesses by giving them the tools they need to succeed,” said SBA Administrator Steven Preston. “Whether you need help developing a business plan, targeting clients, establishing a budget, or accessing financial assistance, the SBA Web site is the ideal place to start.”

Recently called the “Best stop for one-stop shopping” by Money Magazine, the SBA continues to improve and build the Web site’s reputation in order to help small businesses start, grow and succeed.

After a concerted effort to improve all aspects of the Web site from a user-centered approach, in mid-to-late 2006, the agency outperformed standards in areas such as: design, navigation, site performance and search capabilities. It also exceeded standards for its ability to return visitors to the site and have them recommend it to others. Content, functionality and overall satisfaction either equaled or exceeded benchmarks in various survey segments.

The SBA Web site offers more than 20,000 pages of information on starting, financing, developing and managing a successful business. Topics include information on SBA-backed financial assistance, contracting opportunities, training and counseling, disaster recovery, and international trade, to name just a few. Useful links to regulatory compliance and forms through www.business.gov and numerous related key sites are also available. On average, the site sees over one million unique visitors per month.

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Small businesses can access online tools such as timely advice from experts, podcasts on topical business issues and services, a library, periodic newsletter, startup guide, statistics and much more. Key contact information for local SBA District Offices, Small Business Development Centers, Women's Business Centers, SCORE Chapters and Veterans Business Outreach Centers nationwide and in U.S. territories, are available.

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Note to Editors: To register for SBA Small Business Week events in Washington D.C. held April 23 and 24, 2007 go to <http://www.sba.gov/sbw/press.html>