

July 13, 2011



Intuit Websites Enhances Offering to Help Small Businesses Get Online and Attract Customers

Latest Version Includes New Website Templates, SEO Tools and E-Commerce Capabilities

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU) today unveiled the next generation of its [Intuit Websites](#) offering that allows small businesses to get online and attract customers. The upgraded service makes it easier than ever for small businesses to create a website from scratch or enhance their online presence with new features such as Intuit Websites Traffic Booster and Intuit Web Payment.

Getting Online

Intuit Websites is already used by over 300,000 small businesses that have recognized the importance of being online in today's Internet-driven world. In fact, 97 percent of U.S. online consumers surveyed rely on the Internet to shop locally. With Intuit Websites, it is easy and affordable for any small business to create a completely customized online presence.

Starting today, first time users have access to an all new [website design](#) gallery featuring hundreds of professional [website templates](#) that represent a broad range of industries. Customers can personalize their chosen design with drag-and-drop content, including 250,000 royalty free images, as well as customized text to create a unique presence that truly represents their business.

"I wanted to build a website for my business but did not consider myself very tech savvy. Luckily for me, Intuit Websites was an extremely user-friendly service with great, professional looking templates," said Monique Glover, owner of [Jem Confections](#) in Baltimore, Maryland. "I just love everything about the service. Adding images and links to my page is a breeze and the price is a steal."

Attracting Customers

Once a small business gets online, it is important that they have the right tools in place to attract customers. Several new services are now available that help consumers find and buy from a small businesses' website.

A new site add-on, [Intuit Websites Traffic Booster](#), meets an important need for small businesses by helping to improve search engine rankings by automatically identifying and placing relevant keywords in the footer of the website. This helps greatly increase traffic directed to a website from search engines, driving even more potential customers to a site. The service is available for under \$9 a month.

Another addition is Intuit Web Payment, which allows small businesses to [sell online](#) through

a professional-looking online store and streamline the payments process. Small businesses are now able to accept credit or debit card payments directly through the site, all through Intuit, with no extra log-ins required for the customer. Users also get online access to their statements and searchable transaction history. This offering starts at \$10 a month.

"Small businesses of all types and sizes are recognizing the value of getting online to reach new customers and connect with existing ones," said Barry Saik, vice president and general manager of Intuit's Grow Your Business division. "We are continuing to add new features and services that meet the distinct needs of our customers to our already robust offering to ensure they can grow their own businesses and be successful."

To learn more about the product or to sign-up for a free 30-day trial visit: www.IntuitWebsites.com. Monthly subscriptions for website hosting and creation start at \$4.99 a month.

Additional Resources

- Intuit Websites on Twitter (<http://twitter.com/intuitwebsites>)
- Intuit Websites on Facebook (<http://www.facebook.com/IntuitWebsites>)
- Intuit Small Business Blog (www.Intuit.com/Blog)
- Intuit Press Room

About Intuit Inc.

[Intuit Inc.](http://www.intuit.com) is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including [QuickBooks](#)(R), [Quicken](#)(R) and [TurboTax](#)(R), simplify small business management, [payment](#) and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries](#)(R) and [Lacerte](#)(R) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of \$3.5 billion in its fiscal year 2010. The company has approximately 7,700 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at <http://www.intuit.com>.

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Source: Intuit Inc.