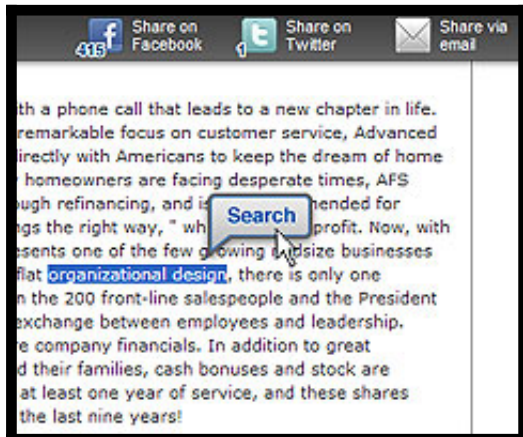


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One of the things I love about my job is turning to small business marketing experts for tips I can use to improve our various online communication vehicles to better serve our core audience, small business owners and leaders.

Some of the folks who have served me well in this area include:

- Becky McCray at Small Biz Survival,
- Lisa Barone, who writes for Small Business Trends,
- Chris Brogan at New Marketing Labs, and
- John Jantsch at Duct Tape Marketing.

I've [Provigil online No prescription](#) mentioned Jantsch a couple times here recently, including in this post where, based on research from his new book, he ties a productive workplace culture to a company's referability. However, most of the content on his Duct Tape Marketing Blog focuses on specific software programs, and tips and tricks for using them, that lead to better business results for small firms.

One of these that I picked up by just reading Jantsch's blog posts is that he uses a piece of code provided by Apture that allows readers scrolling down his pages to keep tabs on the site they're on (helpful given the distracting nature of our modern work and workplaces); quickly and easily share the page with their Facebook friends, Twitter followers, and via email; and do a search for related terms on other websites, including for books and other products on Amazon.

As our website has a number of pages that also require the reader to scroll down to get all the team building and employee engagement best practices, I thought it would be helpful to install this same code. So **now when you visit our website you can do the following:**

- Highlight nearly any word or phrase to further explore our articles.
- Share our articles on Twitter, Facebook, and via email at any point while you're reading.
- On text 40 characters or less you can hit Ctrl+c or Command+c on your keyboard to instantly perform a search. (You can also search by typing a term in the box on the right of the Apture bar that will follow you down the page.)

So visit our site today to check out this new feature. **You will find this especially helpful in our Library and Ask An Expert sections, which feature the bulk of our original workplace improvement content that requires scrolling based on its length.**

View full post on [Winning Workplaces](#)

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