

Greenville man enjoys second job designing websites

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GREENVILLE WI: Alain Houle spends his days working as an engineer at Kimberly-Clark Corp. in Neenah. But at night he operates a website design business out of his Greenville home.

Houle, owner of Alco Web Design LLC, has been creating websites for small businesses for the past five years. He began to learn about the technology through his job at K-C and branched out to help others as a hobby. "I do it for fun and for entrepreneurship", Houle said. "It's nice to work for yourself".

Houle has created websites for about 50 businesses located throughout the Fox Cities, Canada, and the US. His clients vary but include a jewelry maker, a domestic violence lawyer, a campground, and a company that manages retirement funds. A link to view the websites Houle has created is available at www.alcowedesign.com.

Houle enjoys his business because it allows him to use his creativity. He also is constantly learning as technology changes. Last winter, he spent time researching the ins and outs of website promotion. To achieve maximum placement and exposure, Houle uses specific keywords to get websites to pop up high on the list in Google searches.

Houle recommends that all business owners have a website. "You can get a lot more business by spending your (advertisement) money on a website", he said. "Everybody needs them now. It's no different than having a business card."

Alco Web Design at a glance:

What: Alco Web Design LLC

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