

Setting the Hook on a Dream: Fishing Outfitter Builds Its Own Web Site and Reels in Online Customers

Larry Murphy left a successful career as an IT executive to focus on his passion for fishing, starting his own guide service called Murphy Outdoors (www.murphyoutdoors.com). Murphy knew that the Internet would be his best marketing tool, but most options for building a Web site were complicated and costly. By using Microsoft® Office Live Small Business (smallbusiness.officelive.com), Murphy built a Web site quickly and inexpensively. Now Murphy Outdoors is reeling in bookings, and Larry Murphy is living his dream.



Company Background

Larry Murphy loves to fish. He's pretty good at it, too. Murphy has fished all over the Midwest and into Canada, even winning some regional fishing tournaments. After a successful career as an IT executive in Kansas City, Missouri, Murphy wanted to focus on his passion. He retired early from his job and started a one-man fishing guide service he named Murphy Outdoors. "I love taking people fishing and teaching them to be better anglers," says Murphy.

Casting About for Business

Before he even started, Murphy understood that the Internet would be the best way to let people know about his business. He knew he couldn't afford a Web designer, but while Murphy knew fishing and had IT experience, his skill set did not include Web design. Looking at popular options for building his own site, he found most complicated and costly.

An Easy, Effective Web Site

Then Murphy remembered material about Microsoft® Office Live Small Business in the packaging of a personal computer he had purchased months earlier. When he learned how easy it would be to build his own site with Microsoft Office Live Small Business, he knew he'd found the solution he was looking for. "I needed something simple

and quick," says Murphy. "And inexpensive certainly didn't hurt!"

Using Microsoft Office Live Small Business, Murphy built his Web site in just a few hours. After launching the site, he used search optimization features in Microsoft Office Live Small Business to keep Murphy Outdoors within the top two or three results in relevant searches on major search engines.

To keep the site fresh, Murphy uses the Page Editor tool to easily add and enhance pages on a weekly basis, adding photos and current fishing reports. "It takes five minutes," says Murphy. "You open the Page Editor, type in the text, and save it. It's just that simple."

Reeling in Results

Within weeks of launching the site, Murphy was receiving calls and booking trips. He booked 20 trips between June and October 2007, and had booked more than 40 trips before the 2008 season even began. He gets inquiries from as far away as California.

Now Larry Murphy is building a business and living his passion. "I don't know that I'd have a business without Microsoft Office Live Small Business," says Murphy. "I'd be a guy with a sign on his truck hoping people found me."

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Larry Murphy, Owner, Murphy Outdoors

Overview

Company Name: Murphy Outdoors

Web Site: www.murphyoutdoors.com

Employees: 1

Industry: Recreation

Location: Kansas City, Missouri

Highlights:

Quick Startup - Murphy built his own Web site in just a few hours without any professional assistance.

Solid Sales - Murphy Outdoors filled nearly all its 2007 and 2008 bookings through its Microsoft® Office Live Small Business Web site.

Living the Dream - Using Microsoft Office Live Small Business, Larry Murphy is building a business that lets him live his passion for fishing.

To learn more about Office Live Small Business, visit: <http://smallbusiness.officelive.com>