



TAKING OUR BUSINESS ONLINE

Web site strategy

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Before you rush into getting your web site built or rebuilt, like any marketing you set out to do you must know why you are doing it. Answers to the questions below will go a long way in assisting you and any third party web site designer in helping you reach your objectives too.

1. What do you want to accomplish with your web site and by when?
2. Do you have a cost cutting or revenue goal for your site?
3. Is it for lead generation? If so what sort of database capture facility will you use and what sort of information do you want to capture?
4. Do you have a customer service improvement goal?
5. Are you planning to sell from your site – if so, what volumes and what payment options will you offer? Have you considered shipping options, returns policy?
6. Will you sell internationally? If so in what currency will you display your goods and services?
7. Do you want to feature suppliers and joint venture partners on your site? If so, who and where?
8. Do you know what Internet sites, forums and discussion groups your clients are participating in? Specifically, what they are saying about you, your competition and your industry?
9. Have you reviewed your competitors' websites to determine what they are doing and not doing to ensure you have a competitive advantage?



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10. Remember web sites typically have three visitor types:
Prospective Clients – Existing Clients – Job seekers

However all three want the same thing:

1. Can you solve my particular problem?
2. Prove to me you have done it in the past
3. Give me some logical next steps

With the third request this may mean download a brochure, email you , contact by phone, fill out a job application or subscribe to a newsletter. The reasons for these options are that website visitors may be at different stages in the buying journey. Some are just looking, others need information and others are needing a result asap, so the third step needs to have some options.

11. Finally what budget have you allocated to promote your web site so that prospects can find you?

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