

## What's the Right Type of Web Site for Your Business?

What do you want your web site to do for your business?

- Who are your audiences?
- What products/services are you selling?
- What are the benefits?

You can choose among three general types of web sites (and there are infinite variations within each type) depending on your own business and marketing goals:

### 1) Basic Brochure Web Site

- Prove to your market audiences that you are viable, successful business (and your web presence minimally reflects the success of your business).
- Be a simple “white pages” listing of your phone number, address with contact basic information.
- Provide an enhanced “yellow pages” listing online—and an online option for accessing your best, most current company, product and service information.
- Help “brand” your organization and complement/coordinate with other marketing messages and initiatives.

### 2) Information Commerce (I-Commerce) Web Site

*Brochure site plus some or all of the following goals--*

- Generate quality prospects for follow-up by sales--by 1) providing enough compelling, current content of value that encourages people to trade basic contact information 2) enable people to find your site via search engine optimization techniques 3) capture key contact information.
- Create ongoing relationships with your prospects—by getting them to come back (because of the quality of your dynamic, compelling content).
- Be an ongoing sales asset tool enabling Sales to show (and not just tell) people more about your products/services online in person, via email, etc—and speed your sales process.
- Recruit employees or contractors.
- Find/inform investors/investment capital.
- Provide market research with employees/prospects via surveys etc.
- Enable 24/7 real-time, web-based communications/collaboration with employees to increase employee efficiency.
- Enable 24/7 real-time, web-based communications/collaboration with customers to increase customer satisfaction, retention, up-sell opportunities, and administrative efficiencies.
- Collect information from clients (as part of a product/service they've purchased).
- Deliver digital information and e.g. product updates quickly and efficiently to customers.
- Advertise others' products/services and generate additional revenues.
- Other TBD.

### 3) E-Commerce Web Site

*In addition to Basic Brochure and I-Commerce site goals--*

- Sell products and services directly online by credit card or other automated mechanisms (and/or handle online financial transactions).

#### **Why web sites can be great marketing vehicles—IF developed correctly:**

- Escalating numbers of people are turning to the Internet to find information about products/services and buy them.
- Search engines are getting better at ranking relevant sites (but still have a long ways to go).
- Audiences that use the Web are looking *proactively* (vs. passively looking via many other marketing initiatives).
- You can provide 24/7 access to your information and products/services.
- You can automate components of your business processes online functions (e.g. purchasing, checking product/service status, customer support, etc).
- You can provide dynamic content that can (and should) change regularly.
- Web sites complement your other marketing efforts, and you will get better overall marketing results by coordinating your site as a key component of your ongoing marketing initiatives.
- You can compete with the “big boys” online—even globally if you want--without having the size, track record, or huge marketing dollars that might be necessary in your industry.
- Well executed search engine marketing that drives traffic to your site probably provides THE best marketing ROI for companies that have niche products and audiences that use the Internet.

#### **Your homepage is critical**

You can't be too clear about who you are, what audiences you're talking to, and what value you are providing (and pointing people immediately to them) starting on your homepage. Your homepage is 5 to 10 times more important than any other page on your site. See NoSpin Marketing's proprietary [Homepage Blueprint Planning tool](#) that is used to plan homepages and develop/revamp complete web sites.