

3/1/07 - Newsletter: Win With the Web

Today your Web Presence should be more than just a pretty face; it is a vehicle to automate your business and/or market and sell your products and services. So when setting up a new Web Presence or upgrading an existing one, it helps to step back and assess what you want.

Set goals: Your desired results are perhaps the most important thing to focus on. Are you more interested in gathering leads, branding your business, providing service, or maximizing your return on investment? It is important to clearly identify and prioritize what you want to achieve and how you will measure success.

Know your industry: Whether you are in retail or finance, an independent small business owner or a marketer for a large corporation, it begins with a strategy on how to position your business against the competition. Keeping up with industry trends can help you better organize your site and associated advertising.

Impact your audience: Assess how to best reach your target audience. Is your product or service something everyone uses on a daily basis or something only specialists, such as chemists, can understand or describe?

Design your web site: You know your business better than anyone else. So imagine yourself as your prospective customer and assess how they may interact with and respond to your site.

Still confused about how to Win With The Web. Let us help your business as we have hundreds of others. Call to discuss.

Best Regards,

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