

11/11/05 - Newsletter: Web Sites - More Than Just a Pretty Face

At a time when most businesses do more with less, Web business automation is often the missed opportunity. When it comes to churning out cars, clothes or widgets, the notion of automating to sell, remove costs and time is accepted. Yet, when it comes to using the Web to drive out cost, many businesses are missing the opportunity.

Promotion: In the past, we simply did not know how effective our paper advertising was; we just knew that things were better when we did it. The Web has changed this since it became the new Yellow Pages. Today we can know everything that happens by driving visitors to our business web site. Whether we use traditional print or newer search engine advertisement, we measure the campaign effectiveness from the web site visitor reports ([See sample report](#)). One caveat: it begins with a quality site that truly represents your business. It is a waste of time and money to drive visitors to a web site that turns them off.

Selling: It's always a Holiday Online. In a mostly disappointing year for the retail industry, JupiterResearch, expects online retail sales during the holidays to jump 18% to \$ 26 Billion. Why not participate? Check out one of our off-the-shelf online stores ([See sample store](#)) or call us for a custom store ([See custom online store](#))

Automating: Your web site can level the playing field, allowing you to compete with much larger firms. For example, the custom store mentioned above real-time communicates with the companies warehouse database about visitor accounts and our Realtor sites automatically update the available housing each night ([See sample Realtor site](#)). It is more than simply labor savings; automating business processes make them more accurate and responsive to customers.

Too much detail - well that's the point, everything that you do with your web site is measurable. Your company web site is more than just a pretty face. It serves thousands of visitors that want to do business with you.

Best regards,

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