

WEBSITES FOR SMALL BUSINESS



WHY YOUR BUSINESS NEEDS A WEBSITE

Today, over 60% of Americans use the Internet. We use it to communicate, to learn, to shop and to buy. It is just as important in our lives as the telephone.

The Web has changed the rules, both on the consumer side as well as the business side when it comes to the market place. In competing for consumers many companies are adapting their strategies to respond to a more informed consumer and a consumer who demands to be better informed. This proves especially challenging to small businesses with tight budgets and limited resources.



A WEBSITE CAN INCREASE YOUR CUSTOMER BASE

- Over **126 Million** Adult Internet Users in U.S.
- 66 Million go online daily
- Despite the Dot-com bubble burst in 2000 there has been an increase of over 63% in online sales since then.



A WEBSITE CAN INCREASE YOUR CUSTOMER BASE

- According to *The State of Retailing Online 8.0*, an annual Shop.org study conducted by Forrester Research of 137 retailers;
- 2004 online retail sales rose 23.8 percent to \$89.0 billion
- 2005 online retail sales are expected to reach \$109.6 billion
- Women's retail categories are expected to increase by 30% in 2005



INFORMATION GATHERING (WEB CUSTOMERS)

- 32% dislike sales-oriented email that is unsolicited
- 59% of business customers consider receiving online customer service their most important Web activity



CHECKLIST FOR MARKETING A WEBSITE

- Use Page Title
 - Include Meta Tags
 - Submit to Search Engines
 - Submit to Google & Yahoo
 - Submit to Indexes
 - Request Reciprocal Links
 - Include URL on Everything
 - Use Traditional Media
 - Issue News Releases
 - Business Link Sites
 - Publish an E-Mail Newsletter
 - Put URL in E-Mail 'signature'
 - Announce a Contest
 - Purchase Banner Ads
 - Buy a Text Ad in an E-Mail Newsletter
- **ASK visitors to BOOKMARK your Website** ●



PROMOTE YOUR WEBSITE LOCALLY

- Approximately **25%** of online consumers will use the Internet to shop locally.
- Potential consumers will use your website to do research on your company, products and services before they do business with you. They want to be informed. If your local competitor has a website and you don't who will the consumer choose?



WAYS TO PROMOTE LOCALLY

- Register with Local Portal Sites and Search Engines
(i.e. Tri-CityLinks.com)
- Chambers of Commerce
- Local Conferences like this one
- Networking Opportunities
- Targeted OPT-IN email newsletter or mailing list
- Put your URL everywhere and on everything
 - Any and ALL Advertising
 - Business literature (Business Cards, etc.)
 - Phone Book listing
 - In your Store
- And most important of all...Put your URL everywhere and on everything



WHAT YOUR WEBSITE CAN DO FOR YOUR BUSINESS.

- Promote/Sell Products or Services (E-Commerce/Store)
- Provide Information to your Customers
 - Business History or Mission Statement
 - Location & Contact Information
 - Employment Opportunities
 - Work Examples
- Technical Support for your Customers
- Communication Base to Remote Offices/ Employees (Intranet)
- Create an Online Community for your Customers



TOOLS TO DEVELOP YOUR WEBSITE

- Hosting Provider for website (free is not free)
- Website Design
 - Out Source vs. Do it yourself
- Software
 - HTML Editor
 - Text
 - WYSIWYG(What You See Is What You Get)
 - Graphics Program
 - File Transfer Program
 - Browsers
- Hardware
 - Computer
 - Graphics Equipment
 - Camera
 - Scanner
 - Movie Camera
- Knowledge/Informational Resources
 - Books
 - Websites
 - Classes



CREATING AN EFFECTIVE WEBSITE FOR YOUR SMALL BUSINESS



TIPS FOR CREATING WEBSITE

REQUIRED CONTENT FOR EFFECTIVE WEBSITE

- Contact Information
 - And make it easy to find because you don't look legitimate if you are hard to find
- Company History or About Us section
- Good Consistent Navigation within your website
- Consistent Look and Design throughout your website
- Don't overload visitors with too much information per page
- When creating external links use a pop-over window



TIPS FOR CREATING WEBSITES

HELPFUL LINKS

A FEW HELPFUL WEBSITE LINKS

A Beginner's Guide to HTML programming

<http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

WebDeveloper.com's Developer Forum

<http://www.webdeveloper.com/devforum/>

Dave Raggett's 10 Minute Guide to HTML (on W3C)

<http://www.w3.org/MarkUp/Guide/>

W3C's HTML Home Page

<http://www.w3.org/MarkUp/>

Composing Good HTML

<http://www.ology.org/tilt/cgh/>

W3 Schools

<http://www.w3schools.com/>



Q AND A

