

5 Things You Need to Understand To Have a Great Website

A yellow speech bubble with a red outline containing the word "PUNCH!" in a bold, red, stylized font with a white outline.

**KNOCKOUT BUSINESS
COMMUNICATIONS**

5 Things You Need



1: Time

2: Technology

3: Content

4: Connection

5: Community

1: TIME



How Much Time Do You Have, Really?



You are running a business with lots of balls in the air

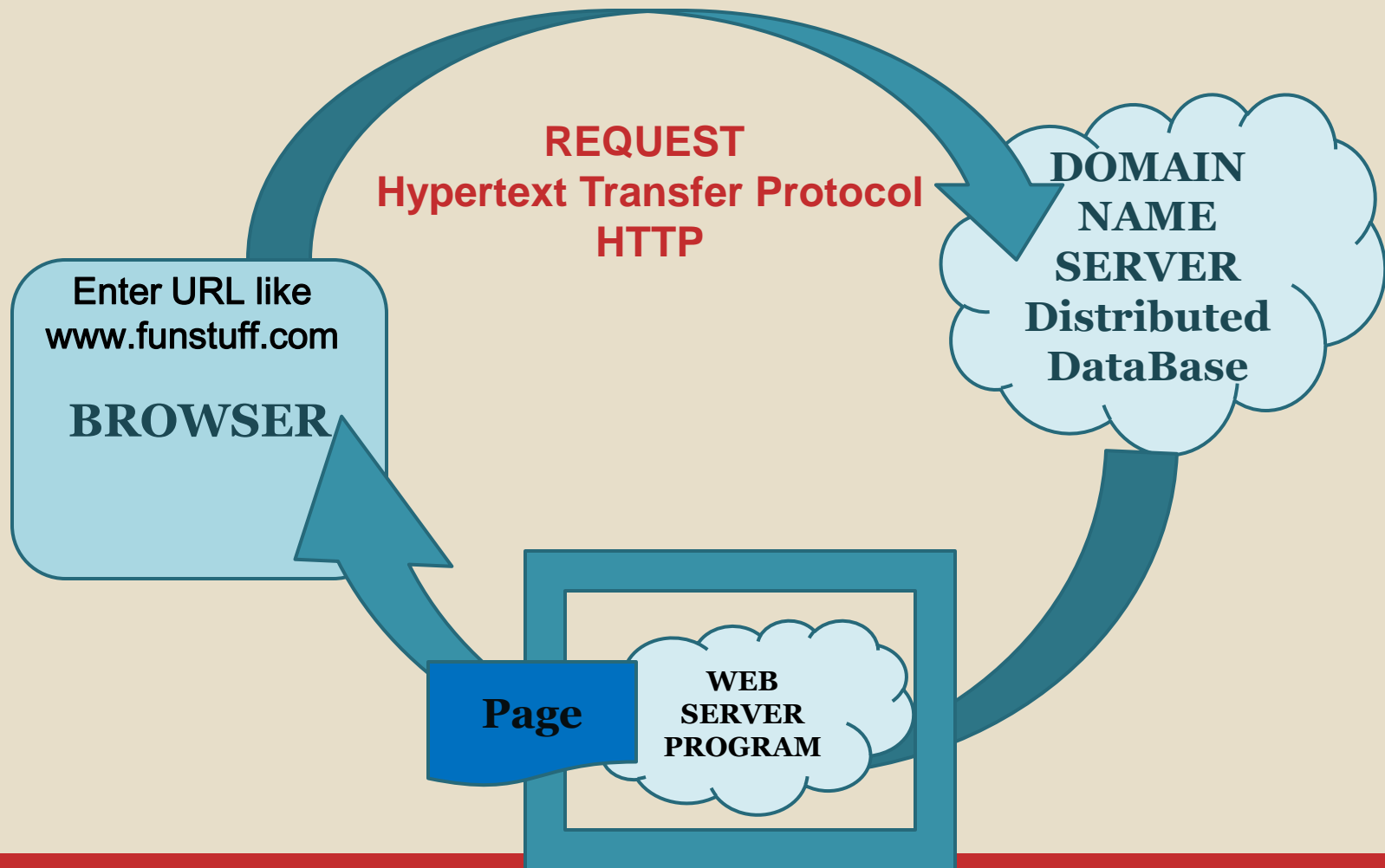
- ✦ Financials, scheduling, orders, dealing with customers, and on and on

Even outsourcing means you have to manage somebody else's tasks and time

2: TECHNOLOGY



Know How the Web Works



Know Your Business Financials



- How your POS/merchant accounts work
- Bookkeeping and financials—integration with your sales, inventory, and balance sheet
- Shopping Carts - it better work easily for your customers or you will lose them

3: CONTENT



Goal



- Define the GOAL of your site
 - ✦ Sell products
 - ✦ Sell yourself
 - ✦ Generate leads
- Switch your viewpoint

Writing



“So after writing your first draft, go for a walk, drink a cup of coffee or run an errand—anything that will put some mental distance between you and your copy. “

Then follow these four steps:

- **Pretend you are not you.**
- **Cut, cut and cut some more.**
- **Channel your inner English teacher.**
- **Revise, print it out and read aloud..**

Graphics, Photos & Video



- Product images need to be clear and photographed well – takes talent or a professional
 - ✦ [Stubby pencil studio](#)
 - ✓ Facebook, Youtube promote video; put a how to on your site
 - ✓ Your logo – absolutely - <http://www.solidentity.com/>
 - ✓ And don't forget the copyright!

Content - keywords



- Who would have thought in the 21st Century people would pay good money for words?
 - ✦ Google Adwords
 - ✦ Google Search-based Keyword tool – based on your website

4: CONNECTIONS



Customers



Who are your target customers?

- ✦ Build a profile
- ✦ How old, where do they live, what are their interests
- ✦ A site built for gen X or gen Y is going to be very different than a site targeting boomers



Search Engine Optimization



- On page SEO
 - ✦ Keywords need to be in page titles, in the headings and as metatags
- Off page SEO – all things to promote the website
 - ✦ Google page ranks, inbound links, outbound links, other directories—DMOZ, Yahoo
 - ✦ Blogs
 - ✦ Bookmaks – Digg, Del.icio.us, Stumbleupon

5: COMMUNITY



Get Popular!!



“Lord knows, I live to Facebook, Twitter, tweet, blog, gather, LinkIn, YouTube, Gawk, Boing Boing, friend, Rain Actively, Digg, Xanga, Squidoo, Top Produce, and MySpace my way into the hearts of my buyers and sellers.”



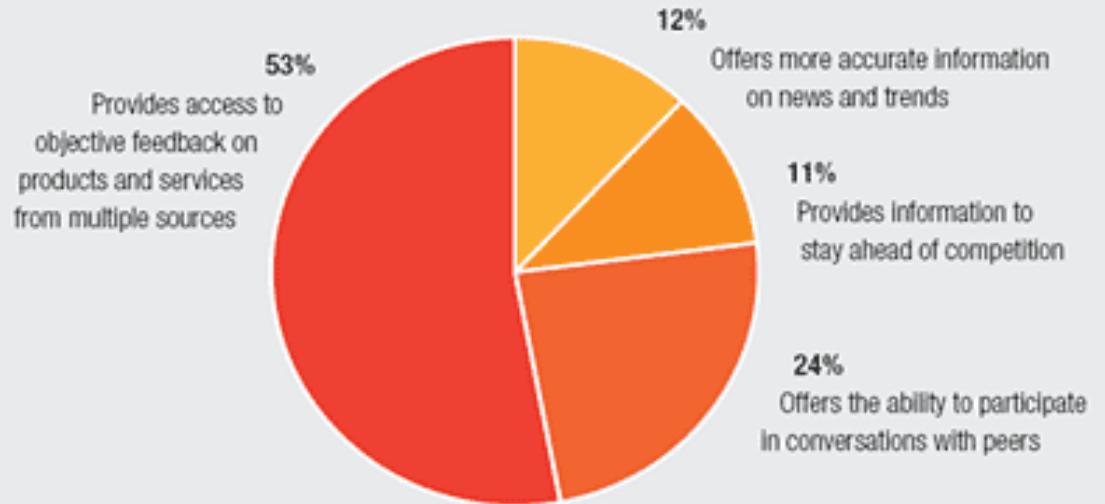
112.8 million blogs
tracked on Technorati

66 million users on
Facebook

72.6 million videos
posted on YouTube

Figure 1: Social media's influence on IT purchasers

ITtoolbox Surveyed 400,000 of its members, to learn what aspects of social media IT decision makers and influencers found most valuable in relationship to purchasing.



Source: ITtoolbox/PJA IT Social Media Index: Inaugural Survey Results: June 7, 2007

Statistics

What It Means for Marketing



- Real feedback and suggestions
- 2 way dialogue – fine tune your message, and gather detailed information
- Understand your customers better
 - ✦ Directly through the feedback
 - ✦ Indirectly through the analytics of their online behaviours

Examples of Great Ideas



- Be aware of criticism – Dell Hell
 - ✦ Company paid attention and negatives dropped from 49% to 22%
- Target – 2007 Dorm Survival Guide on Facebook, built a dialogue, not just sell products
- Proctor & Gamble - Beinggirl
 - ✦ Separate Landing page for heroes section, Ask Iris
 - ✦ 4 times more effective as dollars spent on TV ads

Connect with Passionate Users



- Long Tail Principle
 - [Chris Anderson](#) in an October 2004 *Wired* magazine article to describe the niche strategy of businesses, such as [Amazon.com](#) or [Netflix](#), that sell a large number of unique items, each in relatively small quantities.
 - Small Businesses that sell unique products or services, niche markets
 - Target those passionate users

Build Relationships



No longer just sending a message, it is a conversation, a dialogue that allows openness

- Potential customers can interact on their terms
- Present insider expertise – you become the expert
- Improve the experience customers have with your company
 - ✦ Web based or peer to peer support
 - ✦ Packing Pearls
 - ✦ Comcast Twitter

Get Feedback



- Forms are cumbersome, blog comments are more effective
- But you have to have the time to do the blog and read the comments
- Pay attention to the analysis metrics—
patterns, opt outs, site traffic
- Hear what your customers are telling you!!

TWITTER - Why Bother?



- 140 characters of constant information
- Takes time but can build strong interest in your business
- Get instant insight to questions
- Access to high profile people – follow the right people
- Word of mouth about your business

Tools: TwitterFox –for Firefox to bring tweets to a browser;
TweetLater – schedule tweets and track conversations;
Ping.fm – allows posting to all your social sites

REMEMBER:



PLAN, DO, TRY, REDO – EXPERIMENT

TAKES TIME, LOTS OF TIME

**IF YOU CAN'T DO IT ALL –
WORK WITH THE BEST
PEOPLE YOU CAN FIND**

Q & A



PUNCH!

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