

Your Website Strategy

What will you commit to?

- ❑ **My Website will attract new or currently untapped customers.**
 - a) Define all the target audiences for your site, including women, minority groups, overseas visitors, etc.
 - b) Review your home page. Does it include copy that appeals to each of these markets and audiences? Does the navigation effectively direct them to the appropriate areas of your site for them?
- ❑ **My Website will provide added value for existing customers.**
 - a) Check that you're providing service and other customer support functions online. Is it easy for customers to contact you by e-mail? Are there any other ways to save money on phone calls and staff time?
 - b) Ensure that product and service information is up to date and accurate. If you have a "Specials" page, make sure it contains at least one current offer.
- ❑ **My Website will be fully integrated with "real-world" processes.**
 - a) Coordinate your Website strategies with your other sales and marketing activities – tradeshows, "in-store" promotions, direct mail campaigns etc.
- ❑ **Every page of my site will have a clear strategy.**
 - a) Make sure that there are next steps for visitors and "calls to action" on each page.
 - b) If you don't already have one (and it makes sense for you), commit to implementing an e-mail newsletter. Review your site's privacy policy.
- ❑ **I will know what's working.**
 - a) Commit to reviewing your Web traffic reports on a regular basis, and make appropriate modifications based on what you learn from these.
 - b) Review the external sites that link to you. Are these appropriate? Are you generating sufficient return on investment for any paid online advertising?
 - c) *Are the visitors to your site doing what you want them to do?*