

Building Successful Websites

- Introduction
- What is eBusiness
- How to register a domain and set up a hosting account
- E-marketing
- E-Commerce
- Online customer service
- Website design criteria



What is eBusiness

- Electronic Business—e-business--addresses improving business processes and relationships. EB uses information technology (IT) and web technology to better serve internal and external customers, interact with suppliers and partners, and to improve productivity. It is a web-centric and customer-focused approach.
- Electronic Commerce—e-commerce—in its narrow definition is involved with buying and selling goods, services, and information on the Internet and other computer networks.

Who needs a website?

- Businesses
- Professionals—doctors, lawyers, dentists, vets, consultants
- Organizations—non-profits, political groups, churches and synagogues, government
- Celebrities, politicians and athletes
- Authors, artists, musicians, craft people
- Students, job seekers
- Individuals and families



Internet Snapshot

- More than 1 billion Internet users worldwide thanks to small business, blogging, and youtube and other social networking sites
- U. .S. online population over 210 million in 2006—73% of Americans use the web.
- 20% of users are buying online and the number is growing
- 100 million websites with content and the number of websites has doubled since 2004
- 58 million blogs (Nov 06) and growing
- 2.3 million small companies in the U. S.— 60% have an online presence
- U. S. online retail sales have tripled since 2002—now \$130.3 billion in 2006, annual spending per buyer \$784
- Internetnews.com reports that EBay's sales hit a 1.6 Billion in 2006
- And while traditional retailers were having a lack luster Xmas, internet sales were up by 26% for the recent holiday over the year before.

Registering your domain name

- Your domain name is your website's online identity. `www.yourname.com`
- Extensions--`.com`, `.net`, `.biz`, `.org`, `.gov`, `.info`, `.name`, `.us` (or other country extension)
- Register your domain name at `godaddy.com` for \$9.95 or less when they have a sale
- Also check trade and patent office to see anyone has a trademark on your name.
<http://www.uspto.gov/>
- Register your company's name—or your own name—even if you don't put a website now.

Creating a Website

- Who is your audience or customer
- Look and Feel of website
- Purpose
 - Information
 - E-commerce
 - Services
- Include
 - Contact information, directions, about your company, services, products, online catalog, subscribe to newsletter, press releases, jobs, links, ads, specials, FAQs

Look and Feel of website—colors, logs, design elements, navigation



Hosting your website


- www.tophosts.com rates the top hosting companies each month and lets you.
- <http://www.100best-web-hosting.com> provides reviews by users
- Costs, storage, back-up, reliability (up time), features. E-commerce, security, communications, speed
- Hosting companies that I use
 1. www.hostway.com
 2. www.ipowerweb.com
 3. www.midphase.com

E-marketing

- E-marketing is the strategy and practices that use online channels to market/sell goods, services and information, promote branding, and increase website traffic and positioning.
- Includes email marketing, affiliate programs, banner advertising, online and offline promotion, ad words, online publicity, search engine optimization
- Gain new customers and retain existing base

E-marketing strategies



Permission based email

-  E-newsletters, groups.google.com, groups.yahoo.com or paid services like myemma.com

Affiliate programs

-  CJ.com Linkshare.com

Paid advertising

-  Ad words at google.com
-  Banner ads

E-marketing Tips

1. Reserve your name, business name by registering it with godaddy.com (\$8.95) or register.com or other legitimate registration service—(cost up to \$35 a year)
2. Submit your url to directories, webguides, and search engines.
<http://www.submitexpress.net/> free submission to 40 search engines
3. Make your site search engine friendly--use meta tags to describe your site and list important keywords.
4. Start a e-newsletter to stay connected to your customers—see groups.google.com or groups.yahoo.com to start a free newsletter
5. Always include your url on any printed or web-based material you create.

E-Marketing Tips

6. Make effective banner-ads. Use banner exchanges and targeted advertising.
7. Join affiliate programs such as ones at amazon.com or barnesandnoble.com to sell your books or complimentary merchandize.
8. Advertise your specials and schedule on your website.
9. Provide directions to your business.
10. Write for web and business publications.
11. Join webrings in your content area –webring.com
12. Use press releases--both online and traditional--to bring people to your site.
13. Buy adwords (Google) or targeted online advertising.



E-commerce

- Ecommerce package or shopping cart software. I use Miva Merchant. Hosting companies will provide this software (for a fee—or sometimes free with account)
- Online Merchant account with your credit card company to allow you to accept online payment
- Set up your catalog—categories and product description, price, shipping
- Set up shipping accounts with UPS, Fedex

e-business customer service tips

- Deliver on time
- Provide an easy way for returns
- Handle complaints to the customer's satisfaction
- Make your shopping cart easy
- Make sure the customer has a good experience on your site
- Provide answers to frequently asked questions
- Display contact information including phone numbers and addresses as well as email addresses
- Have a customer service department that handles customer questions and problems promptly



Technology Concepts, Inc.

- Web Design
- E-Marketing
- E-Newsletters
- Personal service to help clients have a successful online website
- See also, techconnectedhome.com for home technology services
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