

Websites for Business 101

Website Basic Ingredients

Below are the basic ingredients of a website. Understanding what each of these ingredients is and how they work will help you understand how your website can work for your business.

Domain	Example: www.DomainName.com
URL	The whole address for a web page. Example: www.Domain.com/category/page
Page	A website may have multiple individual pages.
Page Title	Text in the web page code and used by search engines
Page Description	Text the web page code and used by search engines
Headings	Text in the web page code that is visible on the page and used by search engines
Links	Clickable text, images or areas that lead to another web page or location
Media	Images, video or audio that is on a web page
Text	Text in the web page code that is visible on the page and used by search engines

Objectives and Solutions

What Your Business Needs	Solution Options
Be found by customers (who are looking)	<ul style="list-style-type: none"> • Create Landing Pages focused on search terms used by the customers • Search engine optimization (SEO)
Sell products or services	<ul style="list-style-type: none"> • Create Landing Pages • Ecommerce
Be contacted by customers	<ul style="list-style-type: none"> • Create a contact Page • Clearly display contact information (on every page)
Generate leads	<ul style="list-style-type: none"> • Enable customers to create a website account • Incentivize customers to create a website account • Provide a web form for customers to submit
Increase customer trust and confidence	<ul style="list-style-type: none"> • Create Landing Pages that demonstrate expertise (logical appeal) • Create Pages that demonstrate personality or values (emotional appeal)
Increase brand awareness	<ul style="list-style-type: none"> • Regularly create new pages that customers will value • Enable customers to connect or subscribe to you • Create a remarkable or memorable experience
Provide customer service	<ul style="list-style-type: none"> • Create Landing Pages that address common customer questions or problems • Create an FAQ
Other:	
Other:	

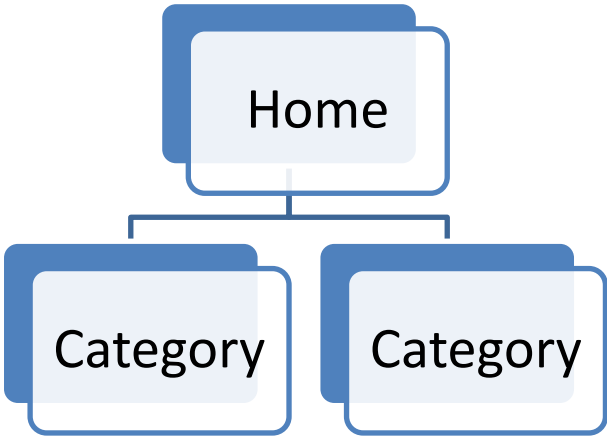
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Websites Pages

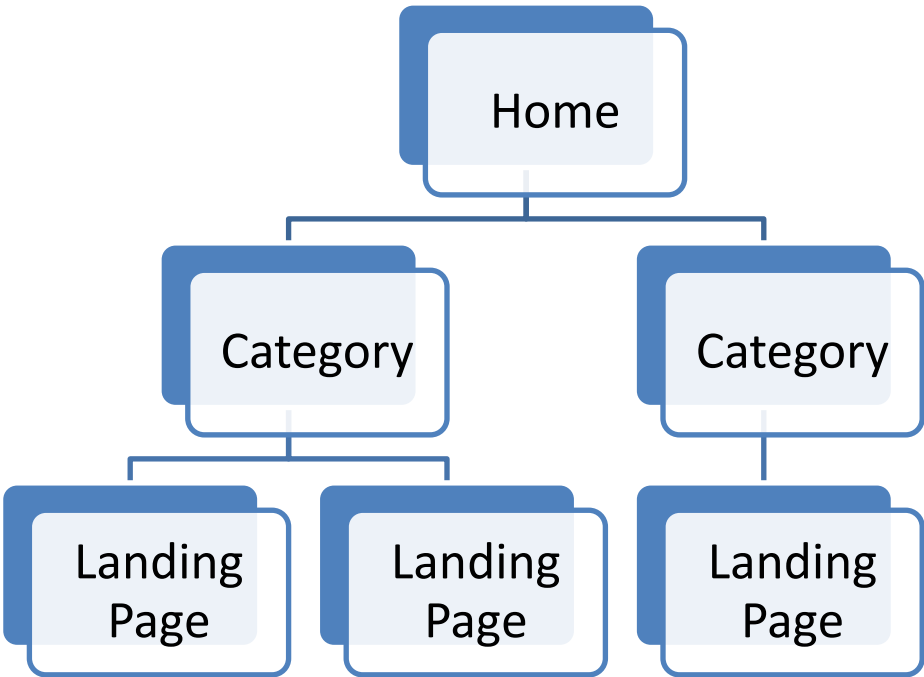
Flat Hierarchy Website

Websites with overly simple or flat websites rely on too few pages to satisfy too many customers who are searching in different ways.



Robust Hierarchy Website

A **Landing Page** is a web page that is specifically intended to satisfy customers searching for something specific. Landing Pages should use a targeted **URL**, **Page Title**, **Page Description**, **Headings**, **Links**, **Media** and **Text**. A robust website may contain more layers than the diagram below.



What Does Success Look Like?

Websites are a business tool that can influence and encourage customers to act in ways that help our business. These actions are commonly referred to as “conversions”. Customer actions that can be supported by a website include:

- Purchasing
- Creating an account
- Submitting a form (with customer information)
- Subscribing to updates
- Sending an email
- Calling a phone number
- Responding via social media

Dollars and Sense

Websites can be reproduced with literally the click of a button. Customization requires time and money and drives website cost.

Budget		Solutions
\$0 to \$500	Who: What: Customizations:	Do it yourself, a student or someone’s side project DIY website solution, a simple CMS Text, colors, images, pages
\$500 to \$2000	Who: What: Customizations:	A student, someone’s side project or an independent web professional DIY website solution, a simple CMS or a robust CMS Some design, plugins
\$2000 to \$5000	Who: What: Customizations:	Independent web professional, a team or a web business A robust CMS Design, basic ecommerce, basic features, basic integrations of third part services or packages
\$5000 to \$20,000	Who: What: Customizations:	A team or a web business with complimentary business or niche expertise A robust CMS Robust design, robust ecommerce, robust features, 3 rd party integrations
\$20,000+	Who: What: Customizations:	A high end agency, business or firm with complimentary business or niche expertise A robust CMS Very unique customizations , business critical features and 3 rd party integrations

Website Project Advice

- Beware of valuing the tool more than the talent. Saws and hammers don’t build great homes, talented people do.
- Make sure your business needs are addressed. Having a website is not a business goal by itself.
- Save money by knowing what you absolutely must have and what you can live without.
- A good provider can help you match your needs with your options and understand the options.
- Consider how you will manage your website over time. Not satisfying this need can cost you over time.

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Website Myth and Reality

Myth	Reality
There is one universal recipe for success.	Businesses have different needs. Different needs require different tools and solutions.
Design will solve everything.	Design is a tool to support value propositions. Design cannot substitute for value propositions.
The homepage is all important	One cannot satisfy many different customer needs. Specific pages should be used to satisfy specific needs.
Your customers use the web like you do	Web users behave in a wide variety of ways that are often unpredictable. Different possibilities should be considered.
People read on the web	When people are looking for something specific, finding it among many things can be difficult and irritating.
More options are always better	See above.

10 Simple Business Website Tips

1. Purposefully use your **Page Title, Page Description, Headings, Links, Media** and **Text** for SEO.
2. Add images (or videos) to your pages for customers and search engines.
3. Create links to your own pages. Use relevant search terms. "Click here" is not a relevant search term.
4. Know what terms people use to look for you (<https://adwords.google.com/select/KeywordToolExternal>)
5. Use a content management system (CMS) to manage your site without knowing web code.
6. Regularly manage and update your website. Fresh content is valuable to search engines and customers.
7. Create links to key landing pages in your footer to help search engines and customers find the pages.
8. Create a sitemap – Generate an XML sitemap (<http://www.xml-sitemaps.com/>)
9. Use analytics to understand how your website is performing (<http://www.google.com/analytics>)
10. Use Google Webmaster Tools to help manage your website (<http://www.google.com/webmasters>)

Related SBDC Classes at LBCC

Beginners Facebook for Business, Thurs, Oct 13, 2011; 2-4pm, F-202

What can Facebook do for your business? How are you supposed to use it? Learn how to utilize Facebook as a business tool and specific tactics to support your sales, marketing, and customer support needs.

Beginners Twitter for Business, Thurs, Oct 20, 2011; 2-4pm , F 202

What can Twitter do for your business? Learn best practices for your business and simple action items that you can apply to help drive your sales, marketing and customer support.

Maximizing Your Web Presence for Beginners, Thurs, Oct 27, 2011; 2-4 pm, F-202

How can you improve your visibility on the web? In a way the average person can understand learn about search engine optimization best practices identified by industry experts and how you can apply them for your own website. Also learn about Google Places and how to use this free service to help get your business in front of customers when they use Google search.

Small Business Development Center at LBCC, Phone: 541-917-4929, Web: <http://www.linnbenton.edu/go/sbdc>

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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