



*In This Issue:*

**Must Do Web Strategies!  
Maintenance Announcement**



SiteVision will be closed on  
Friday, April 22nd in observance of Easter.

## SiteVision

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## Why You *Must* Make the Web an Integral Part of Your Daily Operations!



All too often many small and medium business owners still institute a traditional approach to their internal and external communications: reams of paper, outdated, overflowing file cabinets, haphazard document management, outdated legacy systems - well, you get the idea. Unfortunately, in the incredibly fast-moving pace of communications today, this kind of logic (or lack of it) is a disaster in the making.

Fortunately, however, the web presents a wealth of new opportunities for those willing to embrace it at a fraction of the cost of traditional methods. It's an exciting time, really, and those who ignore current technology do so at their peril.

While there are a host of interesting topics associated with web integration such as legacy system updates, electronic file and database management, intranet and extranet potential, we'll start with developing (or enhancing) your online presence.

So today, we'll just talk about some basic *must do's*. We're assuming, of course, you've seen the light and you have a website, or are preparing to create one.



### Website Do's & Don'ts

#### 1. **Develop Your Website Strategy.**

This could easily be a topic of its own, but suffice it to say, you need to set down your purpose, objectives, the specialized tools or technology you'll need, and a web partner to implement the site plus any special requirements such as E-Commerce.

## 2. An attractive Well-Designed Site Is a Must.

Or don't bother! If it's cluttered, unprofessional and disorganized, potential customers will click away, never to return, before you can say "shoulda- coulda."

## 3. Address Your Visitor's Needs – Right Away.



It doesn't matter if you're selling shoes or million dollar properties, they need to grasp quickly that you have the expertise and willingness to prove their trust. Always - *always* use first person tense, unless there's a specific reason not to:

Newsflash: this isn't a sales pitch or about how great you are, but about establishing credibility and a USP (unique selling proposition).

Let's use the first instance. *Shoes*. You are selling comfort brands. Instead of saying we have thousands of shoes at the lowest prices; you would approach your visitor *something* like this:

*We hate pinched toes and tired, aching feet . . . So, if you love comfortable, cozy shoes, you've come to the right place. 10 years ago we started seeking out the most comfortable shoes on the planet, and we haven't stopped yet! Even so, if you don't find exactly what you want from our huge selection, we're here to help 24-7. . Just call!*

## 4. Demonstrate Expertise.

This could be customer projects, user testimonials, or in the case of our shoe example, a featured list of customer favorites or testimonials.

## 5. Educate.



If you have the opportunity, include a section that provides tips and useful information. It helps solidify expertise and gives your visitor yet another reason to buy from or contact you. Using our shoe

example, you might have an article on how quality shoe construction makes an important comfort and health difference.

## 6. Express A Clear Call-To-Action.

If yours is an E-commerce site, the call to action will be obvious. If you have a more esoteric product or solution, ask them to call (now) for any additional information or explanation, or, say, download a demo.,

## 7. Encourage Future Contact.

This could be a newsletter, but another idea might be a

special, informative download (PDF, etc), a free consultation, an important white paper, a weekly contest – whatever makes sense for your business.

***Obviously, a form to capture contact information is crucial, as are follow-up mechanisms, and an opt-in for the receipt of future communications.***

## 8. Optimize Your Website.

Make sure your website is optimized for search engines. Most visitors to your website don't know you or your business and will search generically, i.e., *comfort shoes*. SEO, or Search Engine Optimization is a topic all of its own and bears a little research. Google, among others, has an excellent tutorial:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>

## 9. Sharing Is A Good Thing!

Make sure your tips, help files, and other archival support items are in downloadable form. And, of course,



unless you've been living under a rock, you must know that blogs, Facebook, Twitter and a host of other online opportunities offer your visitor a way to share *your* content, or for you to extend reach by broadcasting

your own content.

We hope this is helpful, and now, we'll take our own advice and encourage you to call us (540.343.8322 or toll free 866.345.8322) if you have a question about this article, or need help with your website strategies. You can also visit our website: <http://www.sitevision.com> for other news, client examples and company resources.

## Maintenance Announcement:

SiteVision will be performing regular scheduled maintenance **April 19 10AM-12PM**. Please notify us if you experience any decreased performance or other issues after the maintenance has been completed.



### At Your Service. Free Consult Anytime!

We understand that defining your web project can be easier said than done.

From complex custom applications to a content management system, we're happy to discuss and review your particular need without obligation. You can also be in touch with a Request For Proposal (RFP). [Call or email us.](#)