

Why DO YOU HAVE A WEBSITE?

KNOW YOUR WEBSITE WHY

What is the purpose of your website? What do you want your customer to do when they get to your website? Your website will end up providing a mix of these issues and this can even shift focus from page to page. But, it is important that the website provide a focus. A focused website keeps the customer from being overwhelmed with choices and left wondering what they should do first. **Focused customers are more willing to act!**

INFORMATIVE

Most sites have some measure of the informative. Your About and FAQ pages are inform about you and your business. Blogs are written to share knowledge and learning but they are often tied to selling a specific product or service. Life or business coaches are good examples of this – they write to showcase expertise but the goal is to gain clients. On a site that is purely informative, there is nothing specific to purchase, like a product or service. Customers show up to these sites to learn about a particular topic in depth. WebMD and brainpickings.org are great examples of sites that are purely informative.

GENERATE LEADS

Generating leads is also known as growing your list. These sites may be informative and/or offer something for sale. The focus though is lead generation. There are numerous places to provide your email address. There may even be pop ups of various kinds. Generating leads is one of the core desires of most any business. Businesses always need people to market to and this is especially true in the beginning. But as you grow it's important to continue to grow your list as people will come and go and your list needs to be continually growing.

GENERATE REVENUE

Obvious examples of this type are shopping or e-commerce websites. These sites display products or services that can be purchased directly from the website. The products are usually front and center in all of their design and marketing collateral. You will find reviews about the products and places to sign up to receive emails and providing a mix of informative and enticements to spend money on more products like coupons and sales. What if you don't have products or services to sell? Websites that are primarily informative may use advertising, sponsorship, affiliate programs like Amazon or donations to generate the revenue streams necessary to cover the costs and work of running a website.

BRAND REPUTATION

Having a strong brand builds trust, inspires loyalty and creates a strong sense of community. The definition of reputation is “the estimation in which a person or thing is held, especially by the community or public....” This is exactly what a brand is: a brand is not what you say it is but what your customers say it is. A strong brand reputation is built over time by keeping the promises you make (delivering on time, following through on services offered) and by how you make your customers feel. This is a more subtle aspect of a website. This is where you show not tell. Brand reputation is shown by using elements like testimonials, links to articles you've written or logos where you've been interviewed.
