

Does your business need a Web Site?

**A Special Report by Tailored Consulting
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www.tailored.com.au

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Introduction

Hello and thank you for your interest in this Special Report.

To start off I'll talk about me for a few sentences. There are a couple of reasons for that:

1. I love talking about myself!
2. By relaying some of my own experiences, it might assist you in your review of this report – i.e. hopefully you'll think, "This guy knows what he is talking about. He has some credibility."

Okay, let's get started. My background is marketing. Big business marketing initially before I did the downshift thing and started my own little business. I employ 3-4 others and subcontract a few more. My business develops web sites for a variety of industries and clients, as well as marketing and speaker management. Check out www.tailored.com.au and www.tailoredmanagement.com.au for more information.

In addition to that, we also own and manage some web sites of our own.

I'm no web designer

- I'm no web designer. We outsource probably 99% of our design work.
- I'm no computer programmer. It may as well be another language to me (and it is!).
- I'm no computer genius. I'm completely self-taught – and I'm a terrible teacher!

But here's the thing. We've had some spectacular successes with web sites.

1. One client's site went **from \$0 sales to \$60,000 a month after we redeveloped it.**
2. Another client started his site from scratch and made **a very comfortable living inside 6 months.**
3. One of our own sites is one of **Australia's most successful health products web sites.**

I know what works on web sites. And I know what doesn't. I know who should have a web site. And who shouldn't. And I know who needs a web site. And who doesn't.

That's the introduction. Come with me and we'll see if you need a web site and, if you do, how to make sure you get the best possible deal.

Does my business need a web site?

Good question. I have no idea!

Sure, many businesses could benefit from a web site. And just as many businesses don't need a web site. And, unfortunately, many businesses who couldn't really benefit from a site develop one. And many of those who could really benefit from a site decide not to develop one.

So let's make a start

In assessing whether you need a web site for your business you have to ask yourself this question:

- **How could a web site benefit me?**
- **Is there a quantifiable benefit that having a web site will provide?**
- **What do I want the web site to do?**

8 good reasons

**So you can answer the above we'll take a look at the ways
a web site can benefit some businesses:**

1. **Sell your stuff** (or more of your stuff) – you can increase market penetration for goods or services to a world-wide market, rather than the traditional 5km radius of your physical location.
2. **Persuade** – a web site can be a great way to position your business in the best possible light. Convince prospects 'just looking' that your goods and/or services meet their needs.
3. **Inform** – a web site can be a fantastic source of information for visitors.
4. **Generate well-qualified leads** – a visitor searching for information might happily sign up for a newsletter sent from your site. What a fabulous way for you to establish credibility and position you as expert and experienced. And trustworthy (a major issue on web sites).
5. **Reduces workload** of personnel (i.e. customer service staff)
6. More efficiently **deal with orders/bookings/etc**
7. **Build brand awareness** – a quality site reflects very positively on the branding of your business.
8. *Advertise/promote* your business – a site could be a tremendous way to make others aware for the first time of your business.

The details

Sell your stuff (or more of your stuff) – you can increase market penetration for goods or services to a world-wide market, rather than the traditional 5km radius of your physical location.

It's no secret that more and more people are buying online. According to Nielsen Ratings (<http://www.nielsen-netratings.com>) there are over 172 million home Internet users. And these users spend an average of 7.48 hours online!

And almost 48 work Internet users – spending an average of 18.16 hours online!

According to Forrester Research, online sales in the US were up nearly 50 per cent last year compared with the year before. It says sales jumped by 48 per cent to \$70 billion.

The Interactive Media in Retail Group says U.K online shopping grew 19 times faster than bricks-and-mortar retailing in 2002.

People are more than happy to buy on the Internet. If you have a product that is not available in every corner store, chances are you can sell it on the Internet.

Persuade – a web site can be a great way to position your business in the best possible light. Convince prospects ‘just looking’ that your goods and/or services meet their needs.

A great example of this is the many, many people who develop web sites exclusively for promoting other people's products.

These ‘affiliate’ sites take a percentage of any sales to people who purchased after visiting the selling web site from the affiliate site. The affiliate sites ‘pre-sell’ you and then have links to the web site that actually sells the stuff. This is an enormous industry on the Internet.

Inform – a web site can be a fantastic source of information for visitors.

As I've mentioned elsewhere in this report, information is generally what people want on the Internet. Give it to them the way they want and it can be the start of a beautiful and commercially beneficial relationship.

Generate well-qualified leads

A visitor searching for information might happily sign up for a newsletter sent from your site. What a fabulous way for you to establish credibility and position you as expert and experience. And trustworthy (a major issue on web sites).

On one of our sites you can sign up for a 'mini course' – a 7 day course where you receive valuable information on the desired topic each day for 7 days.

Those leads all receive offers on the services we provide.

Reduces workload of personnel (i.e. customer service staff)

One of our clients runs a major sporting event. When we redeveloped the web site to include the information the competitors required, in addition to a Frequently Asked Questions (FAQ) section, the administrative office reports huge decreases in staff hours required to provide telephone support.

The savings ran into thousands of dollars.

More efficiently deal with orders/bookings/etc

A conference organizing client decided to make the leap into web site bookings for the conferences she organised. Her labour costs decreased 90% because the delegates entered their own information that was downloaded into her conference software at the click of a button – as opposed to the 'old' system of manually inputting the details of every single delegate.

Build brand awareness

A quality site reflects very positively on the branding of your business. Let's say someone is comparing your business to a competitor. Your site is beautifully designed, loads quickly and presents the information in a clear and concise manner.

Your competitor's site is basic, has spelling and grammatical errors and has only very basic information. I'd be willing to bet that you have an enormous advantage over your competitor in the eyes of that prospect.

Advertise/promote your business

Via email marketing, articles, banner ads.....the list goes on. People are searching for providers of goods and services. Don't miss out.

Not every business.....

Now of course not every business is suited to benefit from a web site.

If you cannot identify from the above list, or your own thinking, a real benefit then a web site may not be for you. And, importantly, if the cost of a web site outweighs the benefit it could provide then, again, the answer could be “No”.

Your local independent neighborhood bakery might be an example. I’d say that almost no-one will make a decision on purchasing pies or not based upon the web site of a bakery – it’s a walk-in traffic business.

(Having said that I can think of some good reasons for the bakery to have a web site – order from your office and walk in and collect, flyers promoting web specials could be handed out to passing traffic, great recipes on the site, enter a competition on the site, subscribe to the “Fresh Bakery News!”.....)

Here are some other possibilities:

- Maybe your customers just aren’t on the Internet. Not everyone is.
- You don’t own a computer.
- You don’t know how to use the Internet.

I’m struggling here. Even those answers above don’t really convince me. I’d say the biggest reason for not getting a web site is if you cannot identify a clear cost/benefit for the investment it takes to develop a site.

One great reason not to get a web site!!

And, very importantly, don’t get a web site for your business if you do it badly! You’ll only waste your money and time. Not to mention a great opportunity.

Now the criteria on what constitutes a ‘good’ web site varies greatly from business to business. Here’s what I call the fundamental five:

- 1. Informative**
- 2. Entertaining**
- 3. Ever changing**
- 4. Quick to load (the quicker the better)**
- 5. Can be found by people searching for the site or what you sell**

3 Steps To Web Success

To find the best web developer for you, you first need to:

1) Establish what your site requires

Case Study: The right information from the right people

A recent site we completed had made just 1 sale in a year. As part of our assessment prior to the development of the site we gathered a group of our clients target market together.

We then sat them in front of a computer and said, “Okay, you want to go on holidays to Queensland. Please find and book a resort using the Internet.”

What happened was this.

Almost everyone used a search engine.

If the site didn't load within 14 seconds the visitor left.

If the site didn't provide rates and availability (and very quickly) the likelihood of booking or enquiry decreased dramatically.

Once the visitor had established the rates and availability they looked further and wanted to view the actual resort.

The web site had to look professional for the resort to be considered for booking.

So this is how we developed the site. We designed a professional attractive site that loaded within 9 seconds. We put the rates and availability on the front page. We provided a photo gallery of the resort. The site was optimised so that it received high search engine rankings.

And the result? Bookings flooded in. This was no big surprise. All we did was make sure the site gave the market what it wanted.

End of Case Study

- Ask your customers what they want in your web site.
- Ask your prospects what they want in your web site.
- Ask your employees what they want in your web site.
- Ask any potential web visitor what they want in your web site.
- Ask yourself what you want in your web site.

Okay. That's a great start. Now let's find the right web developer.

2) 7 ways to find a web developer

Checklist for finding a web developer perfect for you:

1. Find **sites you like**. Whether it's the look or the functionality you like – if
2. Look at **sites that you know work** (by lots of visitors or lots of profit).
3. **Ask around**. Assess other people's experience of developers and benefit from that experience.
4. **Ask friends and colleagues** – no use reinventing the wheel in finding a quality developer.
5. **Industry knowledge** – review trade journals, industry awards and local business groups.
6. **Provider web sites** – check out Elance.com. Here you simply detail what you want done and developers from around the world bid on providing the work. there are numerous other sites like Elance. Search on Google.com and you'll find some excellent provider sites.
7. Type in **“web designers” and your locality into a search engine**. The top 10 results will show you developers that meet one of the important criteria – they know to get a high rank in a search engine!

3. Tips for selecting the right developer for you

Setting selection criteria is a fundamental aspect of finding the right developer. Here are a few tips on what you might like to assess:

Experience – this might encompass their knowledge of your industry, the skills they have developed or the number of previous web sites they have developed.

Range of services provided – not every designer has the expertise to get you a high search engine ranking. A skilled programmer might not even design web sites. Assess the range of services that your developer can provide.

Ability to complete the job as briefed – has the developer demonstrated an ability to complete the complexity of your site previously? Remember, the best indicator of future performance is past performance.

Accessibility – is the developer accessible to you to discuss strategy, plan the site or even answer questions? Physical closeness often provides a sense of increased accessibility.

‘Fit’ – tough one to explain. By ‘fit’ I mean do you feel comfortable with the developer and does he have the same sort of values in business as you?

Referrals – ask for at least 3. If there is any hesitation or delay in getting the names and numbers of happy customers, then that’s a red flag. Ring all of these referees and question their experience and the success of the site and the developer in meeting their expectations.

Assess the input – aside from what you identify what you require, does the developer provide some suggestion based on his/her previous experience and expertise?

Price – this is often a major component of the assessment. There is such a range of variables that come into play here that it would be pointless to even start a list. Compare the various quotes you receive and make a judgment call on the best value for money.

One of Tailored Consulting’s biggest competitive advantages is that we provide a 100% money back guarantee on any work we do. If you aren’t happy with the web site we develop with you, then there is no charge.

I view a guarantee as a very basic part of what we offer. After all, if we don’t guarantee what we do then we’re basically saying that we’re not actually sure we will deliver what we have said we will.

Suggest a guarantee to your developer. What’s the reaction?

Do you need a Web Site?

I hope this Special report has been useful to you and assists you in your assessment of “Do I need a Web Site?”

If you have any questions or comments please email us at admin@tailored.com.au.

All the best.

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