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Welcome to the Advanced CBA Webinar:
Website Evaluation & Design
July 17, 2007
11:00 a.m. – 12:30 p.m. EDT

Please:

- Check Browser for plug-ins
- Un-plug PDAs (Personal Digital Assistants)
- Turn cell phone to off (not vibrate)
- Use chat feature to type in questions
- Presentation slides can be located at:
www.sbdccba.com

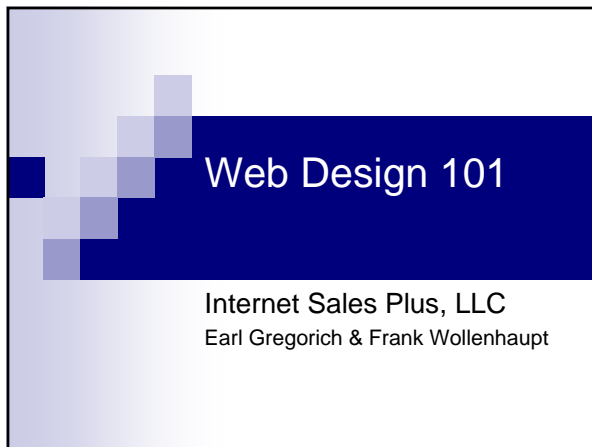
SBA **Ohio** Department of Development **Small Business Development Centers**
SBDCC...the driving force behind small business success!

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Speaker Biographies


- **Earl Gregorich** is the President of Internet Sales Plus LLC, an Internet Marketing and Training Company. Prior to that, he was the Manager of Information Systems for a \$12M industrial and welding supply company. Earl has received certification as an Internet Webmaster, has over fifteen years' computer experience, and four years' production management in the USAF. Sales experience includes four years retail sales; five years wholesale operations as a General Manager, and four years in internet/phone sales. Earl also has five years experience in customer relations.
- **Frank Wollenhaupt** is the Vice President of Internet Sales Plus LLC. Frank most recently worked as the Marketing Manager for a local family owned welding/industrial sales business where he assisted in growing an internet division of the company from conception to \$750K in sales in three years. Frank has worked in the past for a multi-national welding supply wholesaler as their Manager of New Products and Marketing. His job description is to find new products, run product evaluations, visit manufacturing plants and establish a program of distribution that benefits both the company and the customer.

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Web Design 101


Internet Sales Plus, LLC
Earl Gregorich & Frank Wollenhaupt



Sites of Interest

- Network Solutions – URL Registrar
www.networksolutions.com
- Go Daddy – URL Reseller
www.godaddy.com
- Verio – Hosting Company
www.verio.com
- Google – Search Engine
www.google.com


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General Course Outline

- Overview of the World Wide Web
- Resources and Challenges to Consider
- Overcoming These Challenges
- The Foundation to Good Design
- Design, Layout and Structure
- A Word About Security
- Marketing the Site
- Continuing Success

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Why This Course Is Important...

- 60-85% of Businesses Surveyed Recognize the Importance of Having a Website
- 75% of Those Respondents Were Either Not Happy with Their Site's Performance or Did Not Know How to Track its Effectiveness.

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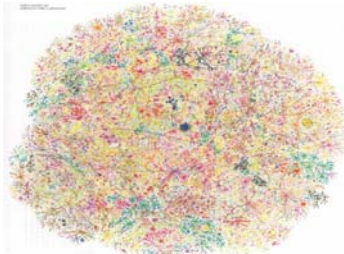
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Overview of the World Wide Web

Map of the Internet, February, 2003

One site with approximately 100,000 related links.

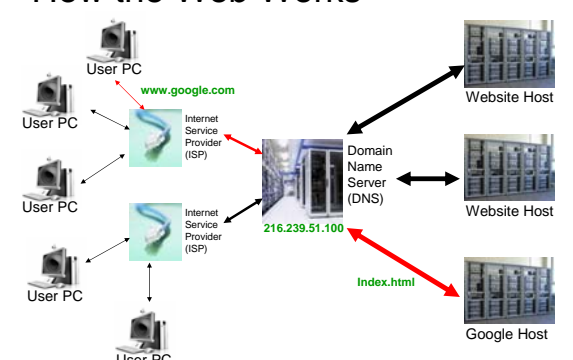
Obviously for artistic value only!



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How the Web Works



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State of the Web Today

- Stiffer Competition from Traditional Retailers
- Typical Customer Stats and Habits
 - Only looks 20 links (two pages) deep into search engine results.
 - Only waits about 10 seconds for a page to appear.
 - Will scan your page for less than 5 seconds before moving on if desired content is not apparent.
 - Spends approximately 47 seconds on a website they are interested in.
- 65% of Users Give Up On A Search in 8 Seconds, 40% of Those Users Do Not Return to Your Site.
- Global Economy Driving Ecommerce Efforts

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Resources and Challenges to Address Before Starting Web Design

Getting your ducks in a row!



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Resources On the Desktop

- Web Access (DSL, Cable, forget dial up!)
- Medium grade PC
- Dedicated 800#
- Paper Filing System (Orders and Phone Notes)
- CRM Software-Optional (ACT, Goldmine, etc.)
- Camera
- Scanner

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Software Resources

- Backoffice (Database, Spreadsheet, CRM)
- Web Development (Dreamweaver, MS Front Page)
- Utilities (Photo alterations, FTP, Graphics Creation)
- Shipping-if applicable (UPS, FedEx, U.S. Mail)
- Search Engine Optimization

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Hosting Company Considerations

- Uptime %, Number of Locations (redundant facilities), Backup Procedures
- Management Responsibilities (What are you expected to do vs. the host responsibilities)
- Upgradeability of the Hosting Package
- What other Content do they Host? (Porn, Hi Volume Portals, Spammers)
- 24/7 Support (Domestic or Offshore)
- What e-commerce gateways are available
- Utility Software Availability (Shopping Cart, IM, Search, etc.)
- Statistics Management

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Positives & Negatives of Web Exposure

- Greater Expectation of Instant Gratification
Pricing Strategy Issues
(In-house, web, competitive issues, AR/Cash Flow)
- Customer Content Expectations
(You are expected to have a web site when doing business today!)
- Extended Operations 24/7/365
- Staffing (New skill sets required)
- Global Market vs. Domestic Market
(shipment tracking, translations, currency, regulations)
- Communication of Information between Channels / Departments / Customers
(tracking numbers, order status, inventory changes)
- Purchasing
(backorders, drop shipping, packaging)

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Hard Goods vs. Intellectual Property What is the Right Product Mix?

- HG – raw materials, inventory, high price, limited intellectual property risk
- IP – low/no material costs, higher margins possible, higher intellectual property risk

- HG – high touch, real loss from errors/damage
- IP – low/no touch, limited or no loss from errors/damage

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Warehouse or Virtual

Time to Change or Create New Processes?

- Internal inventory or Manufacturer based (drop-shipping)
- Support Distributors by Centralizing Fulfillment
- Institute a Virtual Rep Model

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Geography of Marketplace (Global Exposure)



- Product Impact (Limited Delivery)
- Culture/Legal Issues
- Company Make-Up (Local Strength/Global Weakness)
- Fraud Protection
- Shipping Issues

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Multi Channel Challenges

- Pricing consistency across all channels
- Return and warranty issues
- Internal Culture Changes (we vs. them)
- Logistical differences (phones, AR, fulfillment)
- Information Sharing (shipping, inventory, AR)

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Can you read this?


- You need a DD214 from the USAF to qualify as a SDVOB with PTAC, or contact SBDC, SBA, OBC and/or the BBB ASAP for help in the USA.
- K, G2G B4 U GO ZZZ, CYA. NO :(BRB!

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Language & Communication Barriers

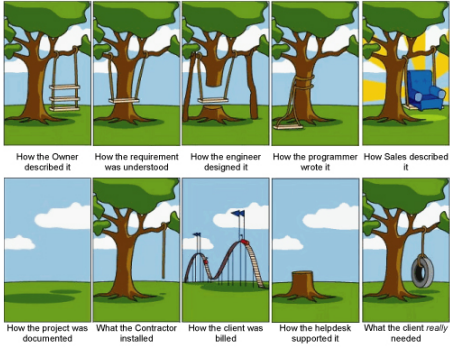
- Foreign Languages
 - International Marketing Resource Guide, USPS Gives brief guidelines
- "Go fly a kite!", Y'all, @#%!
- Acronyms, Industry Buzzwords
- New IM & Email "Words"
- Emotions are difficult to convey electronically



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How Well Are You Communicating?



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Overcoming the Challenges



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Maintain Core Business Practices and Ethics

- "If it ain't broke, don't fix-it!"
- Your Business Ethics Drive Customer Perception
 - You are a larger unknown on the web which equals greater customer risk.
 - It's harder to gain trust without personal contact.
 - You must overcome the "Internet Factor" as portrayed by the media and public fear of the unknown.

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Customer Service – More Important than Ever

- 75% of EBiz efforts fail because they don't truly serve the customer – Gartner Group
- Design wisely, you only have Seconds to make an impression online
- Be concise but thorough, a customer visits without your interaction
- The internet is an impersonal medium, get personal but not invasive
- Don't make them think. It's easy for customers to go elsewhere – The Back Button is the biggest competitor you have
- Design for the target market but not too pointed. Customer Identity Unknown – Are you dealing with the President or the Janitor?
- Be Accessible - People still want to talk to someone

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Customer Comparisons Now Much Easier

- Find your on-line advantage and communicate it quickly
- Price is King in MOST situations
- Being found first or early is King in ALL situations
- Brand names have inherited comfort levels

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Establish Credibility

- Four biggest hurdles to giving a "Warm Fuzzy"
 - No Contact information
 - Site looks home made ("My brother-in-law's son did it for me!")
 - Non-secure shopping cart checkout
 - Shopping cart shock/surprises
- Branding (Yours and your vendors)
- Links To and/or From Reputable Sites
- Testimonials
- List Professional Memberships/Associations
- Be Accessible (800#, Email, IM)

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The Foundation

- Target Market
- Customer Considerations



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What is the Target Market

- **B2B - Business to Business Sales**
 - Biz Customers Short on Time, Different Habits
 - Surprisingly low % of web-savvy businesses
 - Typically better AR experience
 - Easier to Target Market
- **B2C – Business to Consumer**
 - Consumer Market Largest User Base
 - More Web Savvy
 - Normally, Faster Sales Turns
 - Higher Fraud Rate
 - Harder to Target Market
- **B2G – Business to Government**
 - Govt. Sales Typically Require More Paperwork – Otherwise similar to B2B
 - \$500 Billion Market
 - Smaller % of US businesses compete for government contracts
 - Set-Asides Goals in Place for Govt. Agencies and Prime Contractors. (Sm. Biz, Woman Owned, HubZone, Veterans, Minority)

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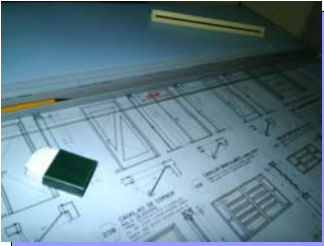
What is the Goal or Objective

- **Three Main Goals/Objectives of Websites:**
 - Sell Something
 - Obtain a Contact or Lead
 - Provide Customer Service
- **Variations of the Main Goals Could Be:**
 - Increase Sales (vague)
 - Improve Image or Project Image
 - Customer Service (FAQ, BLOG, Video Demo, Chat)
 - Support Current Distribution (Leads, Specs, MSDS)
 - Improve Efficiencies (Email, Digital Manuals, CAD)

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Design, Layout and Structure



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Site Planning

- Establish Site Goal/Objective and Maintain Focus
- Obtain a URL – Name, Acronym, Business Function, Oddity (Consider Multiples and Misspellings)
- Identify Target Audience Needs/Requirements
- Consider Browser Compatibility Issues
- Structure – Usability (Friendly Navigation)
- **If an element doesn't support your site goal, why include it?**

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Typical Website Structures

- Web 1.0, 2.0, 3.0? (More Later)
- Service Based
- Product Based
- Information Only
- Portal Only
- Hybrid
- No Site

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Design Elements

- Overall Look and Feel (Personality)
 - Site Structure
 - Layout Standards
 - Screen Size and Resolution Issues
 - Colors & Logos
- Navigation
 - Header and Footer
 - Text vs. Graphics
- Content
 - Pictures (Size, Quantity, Quality)
 - PDF Files
 - Text and White Space Balance
 - Graphics
 - Music
 - Animation and Flash
 - Introductions/Content

The diagram illustrates a website layout with the following components:

- Header:** Contains "Primary or Secondary Navigation" on the left and "Base Navigation" on the right.
- The Fold:** A horizontal dashed line indicating the top of the content area.
- Footer:** Contains "Base Navigation" below the fold line.
- Background:** The overall area of the page.

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Top Design Mistakes

- Automatic Audio
- Spinning Flashing Blinking Ads
- Poor Navigation
- Excessive Pop Ups
- Bad Text Color Choice
- Flash Heavy
- Solid Blocks of Text
- Require Plug Ins
- Block Access with Registration



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Top Functionality Errors

- Shopping Cart Steps (too many, too few)
- Is there a clear path from request to delivery?
- Pricing Consistency Across Channels
- Shipping Calculations (Pos. or Neg?)
- Payment Types (CC, ECheck, PayPal, AR)
- Product Descriptions, Pictures (Internal use vs. External use)
- Search / Navigation

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Good Design Practices


- Keep Design "Boring" – Function Trumps Form
- Simple Backgrounds – White
- Links in Basic-Blue
- Use Blue and Green color themes if possible
- Focus on "Call to Action"
- Center Screen and Upper Right most valuable
- Fonts never below 10 pt.
- Keep content close to the "fold"
- One product or service per page
- Remove everything that doesn't support your goal

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 **Development**


- Internal Design vs. External Design
- Storyboard – Group Brainstorming
- Token Ignorance
- Match Staff Expertise to Development Task
- Assign Priority to Each Page or Section
- Consider Templates for Consistency of Design

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 **Testing**

- During Design, Before Live, After Completion
- Internal (Does it represent the company personality)
- External (Can customers navigate / understand flow)
- Intuitiveness – Leading the customer to desired result?
- Linkage – Do links work, Pictures appear
- Does the eCommerce process work?

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 **Publishing – Going Live!**

- Phased approach easier to troubleshoot
- Establish an order that keeps site functional during publishing
- Re-check all pages after publishing updates

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Maintenance

- Regularly Check ALL Links
- Watch Dated Content / Events
- Keep Content Fresh – Audience Dependent
- Use Site Regularly – Shop Your Own Store

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A Word About Security



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E Business Security Issues

- Virus, Hackers, Adware, Malware, Phishing
- Fraud
(Global, Credit Card, Identity Theft, Scams)
- Easier Access to Your Information by Competitors
(Trade Secrets, Idea Theft (Copying), "Borrowing" Information)
- URL Hijacking or Undesirable Association
- Secure Shopping Cart Information
(Padlock, SSL Certificates)
- Credit Card Information Exposure
(Where are you storing your CC info?)
- Fraudulent Information Gathering
(eMails requesting information)
- Privacy Statements
- Paper File Protection - Trash Disposal (Dumpster Diving)
- Industry Specific Regulations (Medical, Government)

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Marketing the Site



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Traditional Marketing Strategies

- Printed Materials (Fliers, Catalog, Newsletters)
- Billboards
- Promotional Advertising (Sponsorship, Vehicles, etc.)
- Mass Media (TV, Radio, Newspaper)
- Yellow Pages
- Trade Magazines
- Mass Mailings
- IF IT WORKS, KEEP IT!

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Electronic Marketing Strategies

- Purpose is the same: Obtain as Many Qualified Customers as Possible
 - URL – Simple, Common
 - Search Engines -80% of Users start here! (Natural, Paid)
 - Industry Directories (ThomasNet.com)
 - Promotions (PPC, Sponsored Links, Affiliates, Portals)
 - Email Campaigns – MarketingSherpa, Constant Contact, Open Source
 - Social Networking

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The Players in E-Marketing


- **Google** — Yahoo — Everyone Else
- Human Factor
 - DMoz
 - Web 2.0
 - Keyword Selection
- Timing — “Several Weeks to Months”
- Community — Quality Linking

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Whatchacallit?

- If you did a Google Search for this, what would you type in?



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Developing Keywords & Search Terms

- Listen to your customers — What do they call your product or service?
- Effective Search Terms are:
 - Relevant to Page Content
 - Popular but NOT Overused
 - Sometimes Plural or Misspelled
- Use terms you think are good keywords then verify them using the top three results in your target search engine.

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Relevancy is the Goal

- Algorithms used by all Search Engines
- Google “Learns” from Users
- “Tricks” to Use for Placement
 - Keywords in Content (Esp. Headings)
 - Page Titles Should Contain Keywords but 50 Words or Less
 - Meta Tags – Title, Description YES, Keywords Maybe
 - Use Landing Pages
- Tricks NOT to Use for Placement
 - Repetitive Words – Keyword Stuffing
 - Reverse Color Type
 - Excessive Redirecting Links – Yahoo and Google OK


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Search Engine Optimization (SEO)

The Basics

- Meta Tags
- Content
- Keywords
- Structure




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Pay Per Click Strategies

- What can you spend?
- Who are you competing against?
- Can you manage the campaign?
- How are you going to monitor success or failure?
- Define “Conversion” and Center Strategy Around Attaining It.




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Affiliate Marketing

- Affiliates place ads, text links, or product links on their web sites, shopping engines, blogs, etc. or include them in email campaigns and search listings in exchange for commissions on leads or sales.
- Partner with complementing not competing sites.
- Try to work a link swap deal
- Use Affiliate network sites
- Monitor Closely



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Web 2.0, Why it's Important

- Google Love! Search Engines Love Text
- Google Rewards Newness
- Regularly Updated Content
- RSS (Really Simple Syndication)
- The Power of Community
- BLOGS, YouTube, FaceBook, LinkedIn

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Viral Marketing

- Simply put, marketing content that spreads like a virus.
- Primarily Web 2.0 Centered
- Video, Audio, Podcast, Webcast, etc.
- Success is dependent on how content appeals to market.
- News events and comical content have high success rates.




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Avoid Negative Forms of E Marketing

- Spamming (Use Opt-In Email)
- Pop-Up Ads
- Spyware
- Deceptive Navigation (Beware Link Farms)
- Electronic "Bait and Switch"
- Captive Navigation

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Continued Success

Year	Value (Millions)
2000	0
2001	2
2002	5
2003	10
2004	15
2005	25
2006	40
2007	65


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Benchmarks/Checks & Balances

- Benchmarks
 - Internal (sales, turns, number of phone calls, customer service metrics)
 - Competition (industry standards)
 - Comparative (non-industry, but process related i.e., conversion rates)
- Checks & Balances
(Unique to each company)

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Thank You

- Questions or comments can be sent to:
 - Earl Gregorich: earl@internetsalesplus.com
 - Frank Wollenhaupt: frank@internetsalesplus.com
- Call toll free: 1-877-623-4653
- Website: www.internetsalesplus.biz
- Thank you for your participation!

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