

# BIZZ BUZZ

## **E**stablish Goals for your Website

When starting a website project (new or redesign) think about what you want your website to do, who you want to reach, and how your website can be an integrated part of your overall marketing and business plans. Step back a moment to *think about your overall business goals first and then how a website might play a role both now and in the future.* Such as:

*Should it generate leads, sell products/services, provide customer service/support, automate your business, a combination of these or other goals? Are you going to have ads or mailings that send your prospects and clients to your website? Will they have the same branding or message? What percentage of sales/service would you like to have the website handle?*

## **Provide Clear and Consistent Navigation**

*Make sure it is clear how to move around your website.* Navigation at the top or down the left side is where people typically look. Make sure the navigation is the same throughout the website and the meaning of any link, whether it is a text or an image, should be clear to everyone. Even something you think is clear such as "Employment Opportunities" may not draw nearly as many job seekers as a simple "Jobs" link!

*NOTE: Bizz Buzz reflects the opinions of a guest writer and does not necessarily reflect the opinions of the Delaware County Chamber of Commerce.*

## **Promote Benefits Not Specific Details or Features**

Make your website user-friendly and *lead with the most popular benefits of your products or services.* Try not to lead with product specifications or try to show off technical knowledge or terminology; every website has to *communicate with a wide range of individuals.* Most importantly, remember all users look at a website "tuned into WII FM" **(What's In It For ME!)** If they can't find what THEY are looking for in three clicks or less, they will move on to your competition's website.

For more tips on Website Design & Internet Marketing to Make your Business Bloom, visit us on the web at [www.MakeBusinessBloom.com](http://www.MakeBusinessBloom.com)



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