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Putting your site where everyone can see...



# Planning Your On-Line Success

## Introduction

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## The Internet

“The first step to getting the things you want out of life is this:  
Decide what you want.” – Ben Stein

**I**T may seem strange for a provider of internet solutions to say that most websites don't work, but it is an unfortunate fact. Too often the purpose of a website has never been defined, and the website has not been marketed effectively. Many site owners are all too willing to leave the site planning, content and design to the 'expert' and take little or no responsibility. This is often due to a combination of fear, lack of knowledge and lack of understanding. Don't forget it is YOUR website! The 'experts' can design graphics, build complex technology, help your site be found or even help refine the content of your site. An expert can even provide excellent advice and recommendations, but at the end of the day the website is representing your business and so you need to take a hands-on interest. Take responsibility! It is your website, they are your products and services and it should be considered part of your business strategy.

This document will look at how to plan an effective website. It will show you how to define the purpose of your websites, how to draft the website architecture, how to control the content & design and how to successfully market your website.

## What is the Purpose of a Website?

Not every business has the same reason for requiring a website. The unfortunate thing is that the most common reason appears to be that “Everyone else has one so I should too”.

With the current technology available via the internet, it seems a shame to just paste your business card where no-one will ever see it, among the millions of other websites currently on the internet. Did you know that nine new websites are launched every ten minutes? Wouldn't it make more sense if the reason for wanting a website was to improve the business? Or:

- As a sales tool (a 24/7 sales rep)
- To advertise
- To streamline business processes (to save time)
- To reduce business costs
- To reinforce your credentials or enhance your reputation
- As a training facility
- As a conferencing facility
- To provide customer support for products & services
- To establish a corporate brochure
- To ease client communication

A successful website should help a business retain existing customers and generate new customers, and just as importantly it should increase profit and reduce costs.

## Why Don't Websites Work?

The reasons most websites don't work are fairly obvious. The majority of people, who have a website that doesn't work, would be able to tell you some of the reasons. Which does make you wonder why they haven't addressed these issues.

The main reasons are:

- The site is not part of the Business Strategy
- There is no traffic – no-one visits the site
- There is no balance between technology & creativity
- There is no-one accountable
- There are no means of measuring the Return on Investment (ROI)
- The site does not encourage business
- The site does not instill trust – If a customer does not 'Trust' you, they will not make a purchase
- The site has not been planned
- The site is uninteresting and doesn't have the 'stickiness' factor

Trust is one of the key elements of a successful website. When a potential customer visits your website, they will decide whether to do business with you based on the levels of Trust, Relevance, Value and privacy.

Someone will 'Trust' you if they feel you are credible, professional and reliable. These values can all be enhanced via your website.

## How are Websites Found?

One of the main reasons people 'Feel' their website does not work, is that no-one ever visits the site. Or at least they are not aware that anyone has ever visited their website. There are two fundamental problems here, how do you expect people to find your site and how do you know if anyone has ever visited your site.

What are the different ways people find a website?

- Via Search Engines (this accounts for 85% of visitors)
- Via links from other sites
- Viral Marketing (looked at later in more detail)
- TV/Radio and other media
- Visitors guess the name of a site
- Business cards and other advertising
- On-line advertising (banners)

How do you know if someone has visited your site? Site statistics. These are usually available from your hosting company, or can be purchased using specialised software. The information available is astounding. You can find out via which page a visitor first enters your site, from which page they exit your site, how long they stayed, which country they are from, which site they came from, what search term they used to find you via a search engine and more. With this level of information it is very easy to see whether or not your website is working.

## Asking For Help

“A ship in port is safe, but that’s not what ships are built for.” –  
Grace Murray Hooper

**I**F you would like us to help you access the full potential of the internet, or you would like us to advice you on what to do next, then feel free to contact us. We are great believers in education, rather than using the technical myths surrounding the internet to generate business.

intheopen are a UK based internet marketing company, who are dedicated to helping small to medium-sized business succeed via the internet.

## Contact Us

intheopen

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## Our Mission Statement

### Service

We will always remember that we are a service company. Each and every customer is valued as a part of who we are today, and who we'll be tomorrow.

We will work hard to earn our customers' trust and loyalty. And more than simply responding to customer needs, we will work to anticipate and exceed them.

With unquestionable honesty, fairness and respect.

### Technology & Innovation

Our products are grounded in technology and innovation. We believe that research, development, quality and performance are key to our future. We have earned, and will continually strive to retain, our leadership in this industry.

Our dedication to technology and innovation is motivated by the desire to provide services and products which contribute to the growth of our customers.

And we share in the responsibility of providing the world with new advancements.

### Success

We will work for the success of our customers, our company and each other.

We understand and respect the value, the contributions, and the achievements of each colleague. We will support personal growth through education, training, and new opportunities. We will never be content with who we are, or what we have accomplished.

We are inspired by what is yet to come.

intheopen	Project Considerations		
Task	Required	In House Task	Outsource
Determine Objectives	✓	✓	
Target Audience Analysis			
Competitor Analysis			
Site Storyboarding			
Site Graphics			
Site Content			
Site development			
Viral Marketing Strategy			
Permission Based Marketing Strategy			
Off-Line Marketing Strategy			
Site optimisation – Keyword analysis			
Site optimisation – Development			
Site optimisation – Affiliate Program			
Site optimisation – Pay-Per-Click Campaign			
Communication & Staff Training			
Site Launch Process Definitions			
Newsletter Design			

