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Let's Talk Web....

Dynamic Websites: Beyond Bling!

When it comes to dynamic websites today, they're more than impressive technology decorated with web bling. They are useful, functional, robust and efficient. They also communicate effectively; the fierce competition on the web ensures this.

Web life for internationally well known companies and brand names is still ok. Site seekers know your company name and can find website directly at your address. The chances are, you've also bought primary site space, have an active in-house publishing department and revenue from stakeholders to ensure ongoing development.

For new, up-and-coming businesses seeking greater reach and global growth however, it's a good time to evaluate your approach to embracing the web.

Many web content editors and web information managers, daily work to gain top slots with search engines; developing website site functions with web 2.0 and writing SEO content increases ranking and find ability.

Here's a quick website evaluation check list to get started with.

A Business Communications Approach

Let's start with a known fact, your website is a serious communication tool for business. Your website needs a clear vision and mission and to have its own direction and for the content and software functions to reflect this. Its vision and mission may reflect your company's core business, the total business or part of your business. Typically corporate or industry news will provide the information packaging around the core business purpose of your site.

Find-ability –You need to be found by your website seekers/users. When the content of your website match the search words a website seeker uses, this is more likely to happen. Research and choose a range of suitable *key words* or *phrases* within your websites business market sector to write into your site content. Google will scan and classify you according to what your website content says you are about.

Check your website is achieving its core business purpose- In addition to setting up your website, after operating for a few months it is worth reviewing your dash board to see how people are finding you. Are you being found by the people you would like to be found by?

If not, ensure your website has more SEO rich content. Whether your website is used for marketing your business, as a 'direct access' database, selling products or services direct to consumers, the content material – written text –of your website needs to repeat (without sounding over loaded), your core business *key words*.

Are you a stable and robust operating site?

Websites do need to be good bug free software. Visitors are more likely to revisit you if you have fewer technical hitches and unnecessary hold ups.



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Do you have straight forward and consistent navigation and content? Following with the theme that a visitor wants to gain efficient access to the products, services or information they're looking for, your website needs to make sense. Check format and design as well as content layout for good logical navigation.

Not too much bling! – Typically unless seeking entertainment, a reader wants to be able to get to the information, product or service quickly and click through your website without hiccups or complications. Your website needs to be upload-able - Images and music whilst cool can increase the amount of time it takes to upload your website. If music is the main focus of the website, then visitors will be happy to wait, if not then select carefully. What new web 2.0 technology tools will sell my product/business the best? How can my site be cool and eye catching without being cluttered, aggressive, slow or worst still, bland?

Are you adding new sections and new functions that add value? What you have on your website and the techno tools you use, make a big difference. Is your blog or social networking function, photo or video library adding more relevant content material? Are you answering the latest need that has arisen from your online community? Are you applying SEO copy writing techniques?

Visit Satisfaction - Ideally a site visitor is having as good an experience with your business online, as an off-line visitor. Rather than walking into your business and having a conversation about the service they are seeking, they're meeting you online. Are their questions answered and are you presenting and asking for all the information you need?

Interactivity

Interactivity comes in range of forms: talkback features, opinion polls, blogs, reader or company videos, podcasts, sound bites and voice-overs as well as rapid response email options. With current trends in mind, the more interactive your website can be the better. Your website is a tool that is expected to talk and listen to your customers.

Communities - Can your online community talk to and make contact with each other? Your own business or social networking tool, community forum with thread conversation lead enable this.

Do You Have the Time? Have you allocated time for your web content manager or web editor to manage the additional correspondence that comes with interactivity of dynamic websites?

Your website is regularly being visited by site users, google bots and competitors who will all be evaluating you. Your dash board enables you to see if you are reaching the people you want to. If you are, meaning you are being found by people you want to be found by, your website as a business communication tool is a success!

Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see www.writeup.com.au

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