



## 6 Principles of Successful Web Sites

*Yes, your nephew's roommate can build a Web site for you. But developing a site is much more than knowing the software. A real Web Master will make sure your site is a dynamic, productive part of your company's marketing mix. Here are six tips from one such expert.*

*By Bill Knoerschild*

### Provide Interactive Opportunities

- Invite questions about your company and your services.
- Provide a form to act as a "lead sheet" for your business.
- Offer a premium (small gift or discount coupon) for those who send you a suggestion or question.

### Cross-Market and Multi-Level Marketing

- Use other means of advertising to promote your Web site. Letterhead, business cards and all literature should include your Web address.
- Exchange links with other sites. Find a site that is similar but does not compete with yours. For example, a remodeler could hook up with a homebuilder, plumber or electrician.

### Offer Vital Information

- Provide tips about your industry trends.
- Include directions to your model, office or showroom with a link to an online map service.
- Post your operating hours.
- Answer frequently asked questions.

### Study the Web

- Look at your competitors' sites and decide how you want yours to look.
- Find unique links that would increase the interest level of your visitors.
- Link to organizations that you belong to. Credibility can be established by these links (as well as referrals).

### Answer Your E-mail Promptly

- Check your e-mail daily and keep up with your customers' needs and questions.
- Studies show that if you don't answer an inquiry e-mail from your Web site within 48 hours, you likely won't get the business.

### Don't Give Up

- Keep your site going. Realize that it may take 6-12 months for your Web site to actually start producing something for you.
- Make sure you have faith in your Internet presence. If not, make the changes that are needed.



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