Structure of a Highly Switching Web site Target Audience

The particular foundation of effective web marketing is the 'who. ' Determining your targeted audience, the requirements, wants, stage of knowledge, goals, and so forth is critical to creating an internet site that will be effective at either lead generation or e-commerce.

Message

Flowing directly from who you want to target, is the question of what you want to say to them. Your primary message provides your value proposition in a definite and compelling way. Your core message is not really a mission statement, or an executive summary of your tactical plan. Your core concept is essentially a list of the reasons that people do business with you – written from their point of view.

Site Structure

Many websites are little more than on-line brochures. Visitors are free to click between this page and that, reading a little here and slightly there. Typically the result is that a site visitor develops very little emotional attachment, and the 'back button' is increasingly enticing. Sales people intuitively understand that their message must be shipped in the right sequence – A, B, D, then D, which contributes to E. A website that is carefully structured can accomplish this same effect, building understanding and buy-in, step-by-step. At the ending of that 'presentation' the customer takes the next step willingly.

Phone calls to Action

Asking a website visitor to take the next step is the 'call to action'. This can be the "contact us", "join our mailing list", or "sign up today" option, which informs the site visitor of the correct next step. Most people are grateful to be well guided through the process of evaluating a product or service, so if you tell them that the next step is to sign up for a 30-day trial, many of them will.

Lead Capture

Actually capturing contact (and qualification) information from leads is relatively easy with today's technology. Some simple web scripts and a powerful 'off the shelf' business database are all that are essential. Many companies established up automated responses, preserving

time and energy, and making sure their sales people spend personal time with only the most certified leads.

Good Graphic Design and style

Unfortunately, many companies spend 90% of the web budget on studio, and only 10% on 'the other stuff'. Graphic design acts two purposes: 1) to determine credibility, and 2) to entice visitors to read your text. Credibility is established every time a company uses effective graphic design and 'looks big'. On-line it's hard to tell, but weak graphic design leads surfers to assume that your company is small. Once credibility is established, visitors will spend some time evaluating your specific message.

Site Promotion

When your site has recently been optimized to maximize alteration rates, using the strategies listed above, site campaign activities should be applied to drive increased traffic on your site. Site promotion runs from listing your website on your business credit cards, through expensive and time consuming Search Engine Optimization strategies to increase your ranking on sites like Google. http://www.profitmaster.com.au/web-development-services/ The area of site promotion can become a minefield to those new to online marketing.

Possibly the 3 most cost effective strategies to investigate are:

• Email Marketing
• Search engine Marketing
• Search Engine Optimisation