

# **Web-Marketing Tools Beyond Information**

## **PART I**

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## MARKETING QUESTIONNAIRE

*Thinking of YOUR OWN company/organization/business,*

A. What do you PRIMARILY sell or market (product or service)

B. WHO is your target market? What are the demographics?

Income Bracket(s): \_\_\_\_\_

Age Range(s) : \_\_\_\_\_

Education Level(s) : \_\_\_\_\_

New Customers \_\_\_\_\_ Repeat Customers \_\_\_\_\_

What are their requirements?

\*\* NEED to have *(If you have a DUI, you **NEED** an attorney)*

\_\_\_\_\_

versus

\*\* WANT to Have *(If you are tired of shoes, you may **WANT** a new pair)*

\_\_\_\_\_

Other: \_\_\_\_\_

## MARKETING QUESTIONNAIRE

C. Who is your biggest competition?  
How do you differentiate yourself from your competition today?

D. What marketing/sales tools do you already use?

Telemarketing \_\_\_ ; Direct Mail \_\_\_ ; Personal recommendations \_\_\_ ;

Advertising: Newspaper \_\_\_\_, Magazines \_\_\_\_,; Word of Mouth: \_\_\_\_\_;

Radio: \_\_\_\_\_ ; Other \_\_\_\_\_ ; The Internet \_\_\_\_\_

E. What are the colors of your office? \_\_\_\_\_

Do these colors represent your business well? Yes \_\_\_ No \_\_\_\_\_

If yes, why do they represent your business well? \_\_\_\_\_

If you could change the colors, what would they be? \_\_\_\_\_

F. Do you have brochures or other marketing materials? Yes \_\_\_ No \_\_\_

If yes, what are their colors and what is the logo? \_\_\_\_\_

## MARKETING QUESTIONNAIRE

G. Choose three (3) words that best represent you / your business / your product (whichever best applies).

1.

2

3.

**OTHER COMMENTS ABOUT YOURSELF/BUSINESS/ORGANIZATION  
TO BE READY TO BEGIN BUILDING A WEBSITE.**

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# **Web-Marketing Tools Beyond Information**

## **PART II**

# Web-Marketing Tools Beyond Information

## WEB DESIGN PROCESS PART A. - TIMELINE, REQUIREMENTS & PRELIMINARY BUDGET ESTIMATE

Asking a developer how much a web site will cost, is a like asking how much a car costs without saying which car you want.

However, if you have a budget range AND timelines, the developer will tell you what s/he can do within that range if you have done your homework.

Information required includes...

1. Target date for completion: \_\_\_\_\_

2. Contact Names and numbers:

A. \_\_\_\_\_ Tel.# \_\_\_\_\_  
B. \_\_\_\_\_ Tel # \_\_\_\_\_  
C. \_\_\_\_\_ Tel.# \_\_\_\_\_

3. Availability to meet: Date \_\_\_\_\_ Time(s): \_\_\_\_\_

4. Budget Range: From \$ \_\_\_\_\_ to \$ \_\_\_\_\_

5. Existing web site? Yes \_\_\_\_ No \_\_\_\_;

6. Is there a Partner/national level web site: \_\_\_\_\_

7. What is it and do the "owners" have control over this site?

\_\_\_\_\_  
\_\_\_\_\_

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## WEB DESIGN PROCESS PART B - CONSULTATION, SETTING OBJECTIVES

When you have defined your company / organization / business, product(s), services, budget range and timeline for your web site, THEN, an experienced web developer can make format, function and design decisions with you and determine the tools you need to accomplish your objectives.

### WHAT ARE YOUR OBJECTIVES FOR THIS SITE?

*Web sites MUST be designed to elicit certain actions on the visitor's part. What actions do you want from your visitors?*

- \* **Contact me/my company/organization** \_\_\_\_\_
- \* **Find all/most of the information** they are looking for:
  - On my site \_\_\_\_\_
  - Through links to other sites \_\_\_\_\_  
(Do we want clients to leave our site to other links?)
- \* **Purchase** a product, service or donate money:
  - Online \_\_\_\_\_ (Give a credit card)
  - Call my company to place an order/register \_\_\_\_\_
- \* **Identify themselves** through a:
  - Survey \_\_\_\_\_
  - Questionnaire \_\_\_\_\_
  - Other \_\_\_\_\_
- \* **Sign up** for special events \_\_\_\_\_ Newsletters \_\_\_\_\_ Other \_\_\_\_\_
- \* **Access a database** for:
  - Product/service information \_\_\_\_\_
  - Membership \_\_\_\_\_
  - Other \_\_\_\_\_

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## WEB DESIGN PROCESS PART B - CONSULTATION, SETTING OBJECTIVES (Continued)

### BEFORE YOU BEGIN !

What web site have you seen that you REALLY like?

\* What do you like about this web site? \_\_\_\_\_

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What web site have you seen that you REALLY DO NOT like?

\* What do you NOT like about this web site? \_\_\_\_\_

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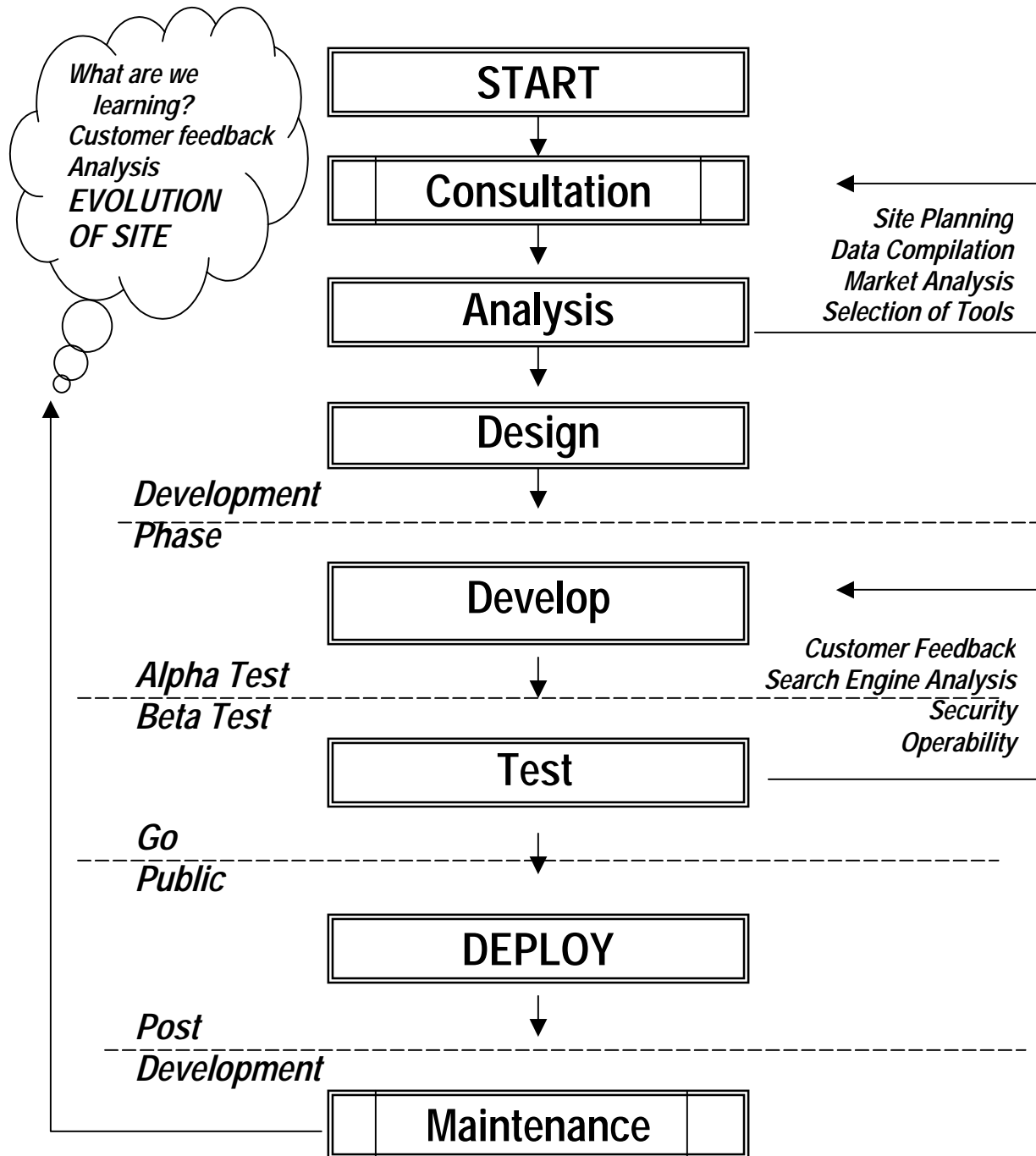
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## PART C - POOR RICHARD WEB PRESS WEB DESIGN PROCESS - FLOW CHART



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## PART D - WEB DESIGN PROCESS

### THREE RULES OF SUCCESSFUL WEB SITES

#### 1. GET THE PEOPLE TO YOUR WEB SITE

- Keywords
  - Search Engines
  - Regionalize
- Cross-linking

#### 2. MAKE SURE THE'RE HAPPY WHEN THEY GET THERE

- Navigation
- Site Map
- Updated information
- Easily available contact information

#### 3. KEEP THE SITE ALIVE. LET IT EVOLVE

- Traffic Analysis
- Customer feedback

**AND...**

*make sure that all your paper products, business cards, advertisements, letterhead, etc., etc., have your web address prominently displayed.*

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## WEB DESIGN PROCESS - # 1 RULE

### 1. GET THE PEOPLE TO YOUR WEB SITE -

#### *Why are keywords important?*

Keywords are inserted as meta-tags or as part of the text on your site by the developer. Search engines “scope” sites for these tags and when people visit search engines looking for something specific, they enter the words they are looking for and the search engine provides those sites that include those key words. Selection of multiple keywords is critical to the success of web sites.

If someone is searching on a single word like “travel” are they:

- A. Helping their child with a school paper on travel in China*
- B. Looking for the “travel channel”*
- C. Looking to take a vacation cruise*
- D. Looking for information about SARS in Asia*
- E. Daydreaming about time travel*
- F. Looking for driving directions*
- G. Looking for State Department advisories*
- H. Looking for travel guides*

### KEY WORDS INCLUDE

- \* Concepts \* Brands \* Names \* Region
- \* Phrases \* Common Words \* Functions

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## WEB DESIGN PROCESS - # 1 RULE

### *Why is Cross-Linking Important to some web sites?*

- Search engines sometimes include the number of links to/from a site as a factor in prioritization.
- A site's "value" is often seen as the number of other web site owners who felt your site was sufficiently important to which they should link.
  - To check a web site's popularity, see [www.linkpopularitycheck.com](http://www.linkpopularitycheck.com)
- In web marketing, "reciprocal linking" is another way to increase traffic to your web site.
  - *E.g., Think of all the sites that have links to Amazon.com*

### HOWEVER,

- "Destination" sites do not want visitors to go to other linked sites
  - *E.g., Real Estate Sites*
- Destination sites want as many other sites, especially information sites, to link to them.
  - *E.G., Calvert Marine Museum*