



Web Development

Tim Berners-Lee, the inventor of the World Wide Web, published the first website in August 1991 in hypertext using an existing email link. Fast forward to the present there are 100's of millions of websites in use with over 200,000 new websites being constructed every day.

The development of the website has profoundly changed the way organizations market, inform, sell and conduct transactions; enabling communications worldwide to a wider audience than ever before.

What is the impact of websites?

There are a number of basic trends that are challenging the ways many organizations conduct business today:

Technology touches every part of our lives making our world faster, smarter and more mobile than ever. Amidst the proliferation of online businesses, the Internet is making business models and offerings transparent in the following ways:

First, competitive advantages enjoyed by companies have diminished. Products and technologies that were once unique can now be duplicated within months and services can be copied within days or even hours.

Second, with the development of a website, there is a single source for a company's information for all audiences to access. Message inconsistencies are more easily discovered and if outgoing messages do not align with product or service offerings, a organization's brand is jeopardized.



Third, the world has become a smaller place. The global impact of a website means that your information is now available 24/7 anywhere in the world. Information and content must be current, accurate, consistent, and interactive to ensure the quality and effectiveness of your message, regardless of the time or place it is accessed.

Today, customers are more knowledgeable and demanding than ever of marketplace conditions. They are able to research product attributes, investigate competitors' offerings and compare prices. Market place conditions has become a competitive crucible.

While website technology gives increased power to competitors and consumers, the same technology also enables an organization's principles to operate on new levels. Mechanisms for two-way communication are more efficient and fluid. By using an effective website strategy, companies have the ability to exceed customer's expectations and outsmart the competition.

Are you data rich and information poor?

Considering the fact that there are now over 90 billion web pages, the chances of locating your web site with information on your products and services are diminishing every day. To quote Jay Conrad Levinson, author of the best-selling Guerilla Marketing books, "A depressingly large number of companies have launched websites and found themselves on the trail to oblivion, with stopovers in desperation, frustration and poverty."

An effective website must be more than just visually pleasing, containing great graphics. It must offer meaningful content appropriate and relevant for its visitors; this content must be updated at regular intervals to remain fresh, meaningful and relevant.

However, due to lack of planning or failure to create a blueprint for success, a significant proportion of websites fail to communicate effectively with visitors or fully engage potential customers. A website should build relationships that result in repeat visits and referrals; ultimately generating interest, a call to action, and visitor loyalty and commitment.

What are the reasons for a website?

Companies have numerous reasons for establishing a web presence including: a form of advertising, a means of communicating with the customer, and in some cases a way to directly sell their products. When developing your website it is important to acknowledge and define your company's reasons or goals, and to ensure that it supports overall objectives.

The reasons a company will have a website are:

- To promote an entity
- To introduce specific concepts
- To provide information
- To sell
- To gain awareness and recognition
- To build credibility

● Promotion

Many companies originally set up their websites as a means to advertise and promote the products or services they provide. Since then, most have expanded their web mission to include providing customer support and online selling of their goods. Some are also including useful information about their products or areas of interest for the benefit of the audience—both for knowledge and comparison.

Websites promote the company as a whole — it's history, values and overall objectives. This has the purpose of putting a face to the company, enabling consumers to feel more at ease and more likely to develop long term relationships.

Organizations may set up a website to promote some philosophy, concept or belief. This enables a organization the option of focusing more on its driving concept or passion, rather than its specific product or service, ensuring a clear communication of its brand and image.

“A significant proportion of websites fail to communicate effectively with visitors or fully engage the potential customer experience.”

● Providing information

The purpose of many websites is simply to provide information in some area of special interest. Some are educational in nature; others specialize in news, sports information, medical information and such. Some sites also promote or advertise a sponsoring company, in addition to selling products; some educational sites—such as those from colleges and universities—market their information and courses.

● Selling

The sole purpose of many sites is e-commerce. Sites that sell things online include Amazon.com and eTrade. Even an auction site, such as eBay, is an e-commerce

● Awareness, recognition and credibility

Vast numbers of potential customers, both in North America and world wide, are going online to research companies and products; providing consumers with accessibility to information about your company builds awareness and credibility.

Many companies cite the potential of their website to increase their awareness and recognition as the primary reason for maintaining a website.

Having a visible presence online in connection to the main topic, concept, or industry of your business will allow your target audience to associate your company, your name, with that topic or industry.



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- Jay Conrad Levinson

Four basic principals

The four keys to building a successful and productive website begin with Thinking, Planning, Creating and Monitoring

1. Thinking

What are our reasons for having a website; how do these tie into our overall objectives

2. Planning

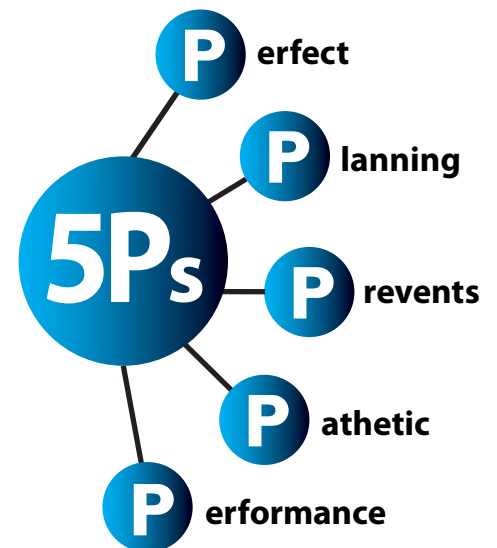
How will we tailor the web development process to our specific needs; what are the steps required

3. Creating

Implementing the plan and building our customized website

4. Monitoring

Monitoring and evaluating the website for its effectiveness and efficiency; making adjustments accordingly to ensure achievement of objectives



What is the process of web development



Website strategic planning

The size and complexity of websites is increasing rapidly. Database-driven, CMS-powered, e-commerce back-ends are now common on larger commercial websites. Yet few companies take time to create a comprehensive strategy to ensure success. Not surprisingly, poor information, navigation and slow website performance are the most common complaints of web users today.



Tips for success

Many websites fail to communicate to customers because of an unprofessional “look and feel”, or image, which portrays a lack of credibility and lowering the perception of trustworthiness. Unfortunately most web site designers do not understand how to combine these critical elements:

1. Having an impressive professional image that instills credibility and trust with your visitors.
2. Have persuasive relevant copy (words) that appeals to your target audience's preferences and prompts responsive action.
3. Have an accessible and usable site that exemplifies credibility with user-centered design techniques.
4. Have an SEO (Search Engine Optimization) program to ensure visibility and reinforce credibility.
5. Have a pay-per-click (internet marketing) program to generate increased, relevant traffic to your site (dependent on your specific objectives).

In fact, if you have invested in website development only to find that your site is not optimized with your target audience's preferences in mind, you are missing out on one of the biggest opportunities to increase your online results, visibility and profits.

What are the most common user experience problems?

Poorly organized search results	53%
Poor information architecture	32%
Slow performance	32%
Cluttered home pages	27%
Confusing labels	25%
Invasive registration	15%
Inconsistent navigation	13%

(Source: Vividence Research)

“Companies worry about the cost of doing something. They should worry about the cost of not doing it.”

- Philip Kotler

Top 10 mistakes of web management

1. Not knowing and defining the purpose of your website
2. Not monitoring results
3. Letting the site structure mirror your organization chart
4. Outsourcing to multiple agencies
5. Neglecting a budget for maintenance
6. Treating the web as a secondary medium
7. Wasting linking opportunities
8. Giving internet and intranet sites identical treatment
9. Relying on no, or inadequate, market research to launch the online marketing initiative
10. Underestimating the strategic impact of the web

“Change is inevitable, but it is in us to control its content and direction.”

-Indira Gandhi

About Firstbase web development

Firstbase provides a full spectrum of innovative website strategies and services for small business owners, government and municipal bodies, associations, non-profit or charities. These quality services enable the design, development, hosting and management of their high quality websites.

Complete marketing & technology services:

Internet and technology strategies, plans and implementation

Branding, visual identity and positioning

Copywriting communication materials

Content development, newsletters, etc.

Database systems and development

Website design, programming and development

Website maintenance

Search Engine Optimization solutions

Integrated marketing strategies, plans and implementation

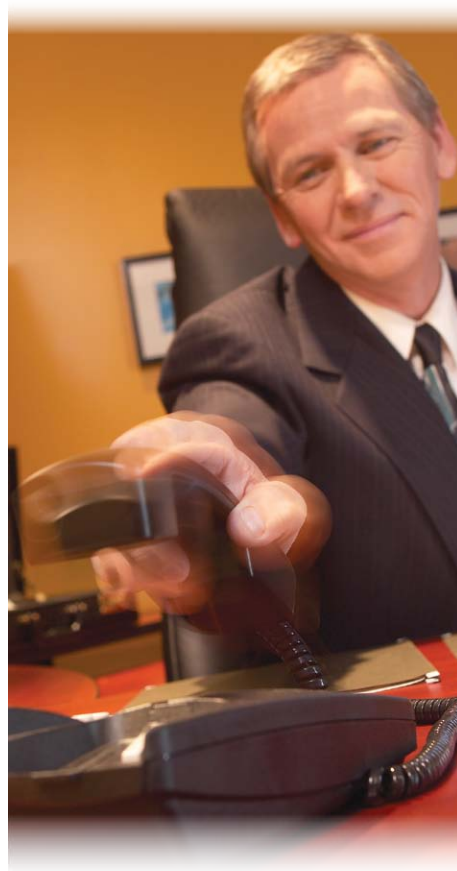
Is your company's website marketing strategy meeting your businesses needs?

There are a lot of websites that look good and claim to be successful, but great website design is not enough. You need a plan for each web page, and an overlying marketing strategy to effectively market through your website.

Over 80% of web surfers use a search engine to find information, products, and services to locate or purchase a product/service. Tap into this fast growing market by making sure your website is developed and managed by Firstbase's experts in internet marketing strategies, so you receive exceptional business results.

Do you need a fresh perspective?

You know your business better than anyone. But sometimes, a fresh perspective can help take your business to the next level. At Firstbase, we have an open-minded approach. We work with you to identify opportunities to enhance your business. We give you objective advice in all areas of strategy, communications and marketing. Firstbase advisors can be trusted to bring you the right kind of thinking. Fresh thinking.



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Firstbase's range of in-house services includes:

Strategic planning

Business planning

Relationship management

Market research

Product launches

Communications planning and implementation

Web development

Professional creative design and printing solutions

Time is money



Move to the next level

As your partner in helping your business move to the next level, Firstbase stands ready to assist our partners and customers to achieve their business goals. We work closely with you to plan and implement your strategy and achieve measurable results.

Contact us

Call us today at **1.800.758.2922** for a preliminary **no obligation discussion** to explore the opportunities.