



Getting Started

First, clearly define the website's Primary Purpose and 2 or 3 prioritized Secondary Goals.

- Position the Web Site as a Marketing Tool
- Share Information publically, saving printing & mailing cost
- Share information privately, with password-protected access
- Cross-reference with Related and/or Affiliated Sites
- Publicize or Market Events - in advance, and even in real time
- Accept Newsletter & Email List signup to build that database!
- Operate as a virtual storefront
- Reduce Errors and Save Labor Costs (customers place & edit their own orders)
- Increase Client/Member Retention
- Gather Statistical Data for improved ROI

Next, do a little Market Research:

COMPETITORS

Review the most successful competing and affiliated web sites on the Internet. Jot down notes on the good, the bad and the irritating.

CUSTOMERS

Ask your best customers what they would like to see. Get their likes and dislikes on websites in general.

INTERNAL USE

Check with your staff for a wish list. Gather ideas and share them with your web developer.

Select a Project Manager.

The Project Manager will be responsible for moving things forward, providing content and approval at various stages of production. The Project manager should either have a budget, or authority to spend money. Some of the things the Project Manger will be asked to provide include:

CONTENT

Words and artwork can imitate the best in the field, but not copy or steal from other websites. Fines for violation of copyright can be as high as \$4,000 per viewer - and those sites which offer "free pictures" may not actually have the rights to the photos they offer.

We strongly suggest that you either write your own copy or hire a copy writer, and that you select royalty free images from one of the larger clip-art houses. These may be purchased for internet use from as little as \$2 each. NASA's pictures - including those from the Hubble telescope - are a beautiful exception. Paid for by tax dollars, these pictures are free for use by any US citizen.

LIST OF KEYWORDS

Your company name and services or products are the obvious "KEYs" to your internet presence. Any special markets you serve should be on your list, as in "Hospital food service equipment". Your



competitive edge is an add-on to the main idea, for a key phrase like "Full Color Business Cards with NO Minimum" Approve the new Domain Name(s) or Modification of the existing Domain(s)

SPECIFY EMAIL ADDRESSES

The convention has moved away from simple first names and "info@mydomain.com" as addresses, because the simple names are more easily guessed and used by hackers. Be certain to note any special requirements, such as acceptance of huge files.

DETERMINE NAVIGATION OR A SITE MAP

Ideally, the visitor sees immediately that this site answers his need of the moment. Too many choices can confuse things, but the most important features should be no more than 3 clicks from home.

E-Commerce

E-Commerce on the web may be either a shopping cart or an order form. In either case, a secure server is required and certain rules apply.

CREDIT CARD SECURITY

- 1) Whenever you gather sensitive information, you must post a Privacy Policy that discloses what use you intend for that information. Net2Business can provide you with a master for your attorney to review.
- 2) No credit card numbers should ever be sent via email, as it is insecure.
- 3) Transmission from the secure server that accepts the information through to the credit card processors and receiving banks is encrypted for security.
- 4) The Secure Server is not allowed to store all of the credit card data indefinitely. You may choose to pick up your orders at your convenience from the password-protected secure server, or to have them automatically processed, leaving only the final four digits available for view.
- 5) No transaction fees are added by Net2BusinessR, but the credit card processor will usually add gateway fees, transaction fees and a statement fee.

ONLINE VERIFICATION

Recommended for high-traffic sites. As part of the real-time, online verification, a new merchant account is set up to process all online transactions. This takes 7-10 business days. An administrator's screen is available online 24/7, and a paper statement is mailed to you monthly.

Special Programming

ADMINISTRATOR'S SCREENS

With simple password protection, you can then make frequent changes easily and with no special programming knowledge.

DATABASE MANAGEMENT



Your shopping cart may be built to pull information from a Database that works with your own accounting or inventory system and allows in-house control. The long-term savings of reducing re-entry time and errors can be quite significant.

Marketing & SEO

- Search Registration takes place only with a complete and functional website.
- Search Engine Optimization is built in to the website + META tags hand crafted for each page.
- For Paid advertising, having a watchdog is a must, to continually adjust bids for results without breaking the bank.

Special Features

Adding something extra for free is a great draw.

EXAMPLE 1

The free E-Greeting Card section created by Net2Business for www.victorianpaperco.com has been referring an average of 300 visitors per day for four years now - guests pre-selected by their own friends and family to appreciate their style. The original cost was about \$2,000. Tens of thousands of advertising dollars return fewer visitors who are convertible to customers - and it just keeps working, 24 hours/day.

EXAMPLE 2

Initial Keyword research for our mortgage lenders indicated that there were hundreds of searchers daily for a "free loan calculator" - so we built them one. In one month, the index page was "hit" about 2,000 times, and the "calculator" page added 500 more.

EXAMPLE 3

Recipes are a great addition to any website that relates to food. A recipe cannot be copyrighted (although brand names reserve their own set of rights), the search is continuous for new and better recipes. Cookbooks rank second to the Bible in popularity.