Website Design and Development

Your company website is your main channel and your most important vehicle for enhancing your company image, building your brand, and showcasing your products. It is also the most appropriate place to communicate with your customers. But before you rebuild your website or start any Internet marketing project, you need a plan.

Just as clear goals are essential to developing a business plan and an effective marketing strategy, creating specific goals for your website to accomplish is central to creating a powerful site. With clearly written and realistic goals for your website, you will be able to assess its effectiveness after launch. A specific goal for your website can be "to drive three additional traffic units to my sales center each month" or "increase website traffic by 30% over three months." Whatever your goals are, clearly define and prioritize them at the start of your project so you'll be able to assess your website's effectiveness, using key performance indicators (KPIs), and make changes that will improve your results.

Goal Setting Exercise

Goals must be specific, timely, tangible, and realistic. You also have to write them down and look at them regularly in order to take daily steps toward achieving them. Each goal should increase the interaction of consumers with your website or drive traffic to your sales center. Include a numerical measurement for each goal and a deadline for seeing the desired results. Be very careful to only set goals for which you can accurately measure performance. You must be able to track progress and report results. Don't rely exclusively on your on-site sales team asking visitors how they heard about your company. Instead, look at your website tracking to see where your visitors come from or the names you get from your website or calls. Avoid setting unrealistic and unattainable goals or goals that are simply