

Creating an effective web site

The flash and buzz of web sites is over and now is the time to make sure your web site is an effective element of your overall marketing and sales efforts. This worksheet is designed to help you clarify your target audiences for your web site and understand their reasons for visiting your web site. Building on this insight, you should be able to build, or revise your web site to become an effective sales tool.

GOAL: *For each key audience group, your web site should take them to relevant information within 2 clicks.*

Who are the target audiences for your web site?

- | | |
|--|--|
| <input type="checkbox"/> Consumers | <input type="checkbox"/> Distributors |
| <input type="checkbox"/> Retail stores | <input type="checkbox"/> Food Processors (If you sell ingredients) |
| <input type="checkbox"/> International customers | <input type="checkbox"/> Sales staff |
| <input type="checkbox"/> Employees | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Recruitment | |
| <input type="checkbox"/> Information and support for current employees | |

Understanding your web site capacities

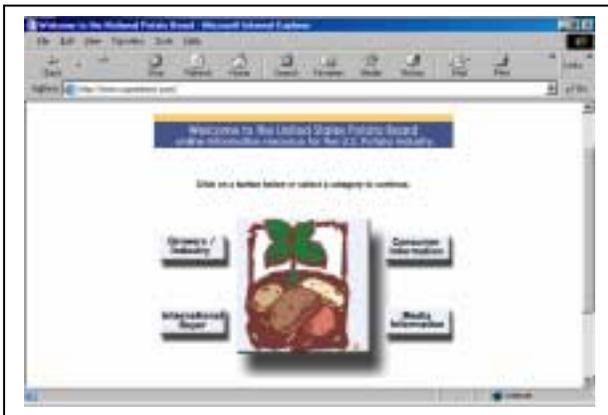
Are you (or someone on your staff) willing/capable of updating your web site:

- Weekly Monthly Annually

Are you willing to pay someone to update your web site?

- Weekly Monthly Annually

Checklist for evaluating your current web site or for incorporating new information into your new web site.



- Does your web site load in less than 8 seconds (using a dial up modem)?
- Does your first page direct the contact to their specific interest (Consumer versus trade etc)?
- Does your first page show fully without scrolling down?
- Does the "image" and logos match your company's marketing image?
- Does each target audience get to relevant information within 2 clicks?

Elements that create web sites that irritate your customers.

- Splash page Sound "Pop ups" Moving images (longer loading times)

FOR EACH TARGET AUDIENCE, REVIEW THE FOLLOWING:

Consumer Focus Sector: _____

What are your corporate objectives for this target audience when they visit your web site, and what do they want?

- ___ Sell products directly to the end consumer (E-Commerce)
- ___ Sell consumer goods with company logo (Brand reinforcement)
- ___ Provide nutritional information on products to consumers
- ___ Provide support (Customer service) for consumers
- ___ Provide recipes to end consumers
- ___ Provide information to youthful consumers
- ___ Help consumers locate retail stores selling your products
- ___ Provide product information for international market
 - ___ Consumers
 - ___ Importers
 - ___ Retailers
- ___ Provide access to forms
- ___ Learn about the company
 - ___ Consumer focus

Understanding each target audience segment

(first decide which of these elements have relevance for your effort)

Who's conducting the search? _____

Who's deciding to buy? _____

___ Male ___ Female ___ Age ___ Level of education

___ Income level (consumer)

Bandwidth (are they accessing your web site from home with a dial up modem or at the office with high speed access?)

___ Dial up modem ___ DSL/Fast link ___ other: _____

Level of internet experience?

___ Skilled ___ Medium ___ Low

What internet functions and information do competitors provide?

How do your customers “Search” for your company or products on the internet?

What are the key words people use to each within your industry?

| | | | |
|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

How do you want to interact with your site visitors?

By Phone Email Fax Different by visitor type

Do you want to develop a database of emails (sorted by groups) to provide future product/company information? (You should ask permission to capture their emails)

Yes No

Do you want to conduct a quick survey of visitors each time they visit your site? (3-4 questions)

Yes No

TRADE SECTOR

Sector: _____

What are your corporate objectives for this target audience when they visit your web site, and what do they want?

- ___ Sell products directly to the end consumer (E-Commerce)
- ___ Sell consumer goods with company logo (Brand reinforcement)
- ___ Provide nutritional information on products
- ___ Provide support (Customer service) for trade
- ___ Help consumers locate retail stores selling your products
- ___ Promote co-packing or private label production of products
- ___ Provide access to forms
- ___ Learn about the company
- ___ Trade focus

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|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

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INTERNATIONAL CUSTOMER FOCUS

Sector: _____

What are your corporate objectives for this target audience when they visit your web site, and what do they want?

- ___ Sell products directly to the end consumer (E-Commerce)
- ___ Sell consumer goods with company logo (Brand reinforcement)
- ___ Provide nutritional information on products to consumers
- ___ Provide support (Customer service) for consumers
- ___ Provide recipes to end consumers
- ___ Provide information to youthful consumers
- ___ Help consumers locate retail stores selling your products
- ___ Provide product information for international market
 - ___ Consumers
 - ___ Importers
 - ___ Retailers
- ___ Promote co-packing or private label production of products
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| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

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