



Web Site Tip 1 - June 30, 2007

### What do you want your web site to do for you?

Most businesses today recognize the need for a web presence, but few businesses have a defined purpose web site.

A properly developed web site is structured to achieve its purpose successfully. Use the list below as a starting point in defining your site's primary purpose.

For multiple purposes divide your website into sections. Consider each section as a defined purpose web site within the main site.

What do you want your web site to do for you?

Generate Leads

Generate Sales (Online Storefront)

Increase awareness of your products & services

Enhance your existing marketing efforts

Reduce your advertising costs

Enhance your customer service

Provide customer support

Present information

Gather information

Create or enhance your company's image

Maintain or improve your credibility

Provide efficient information exchange

For a free analysis of your web site's ability to achieve a defined purpose

**call Steve at 817-925-1726**

or send an email message to **Steve@ProfitsOnTheWeb.com**.