

How 3 simple steps can improve your small business.

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3 steps offer a clear coherent strategy to improving your business using the Internet. You can enter the 3steps at any stage and stop at any stage, 3steps simply offers 3 steps to developing your website.

Step 1 – Build it... (Developing or refurbishing your website)

It is essential to build a website for your business. At its most basic a website is a shop or office front for your business online. It profiles what your business does, how to contact you, what your values are and perhaps more importantly builds a mental picture of your business in the viewers mind. The quality of your website displays to your customer the quality of your business. That's why we develop (or refurbish) your site to sell good quality, to be practically useable and ensure to keep the users attention. Everyone checks the website of a provider before they buy from them therefore your website should encourage your customers to use your business in whatever industry you are in.

Step 2 – Measure it... (How successful is your website?)

Someone once said, 'in business, measure everything!!!' so why do such a large amount of small businesses have a website and not even know how successful it is. Modern technology allows us to provide your website with extensive stats which can be analysed either by us or by yourself. How many people visit your site? Where do they link in from? How long do they stay on your site? All these questions and more can be answered in valuable statistical form. This allows real business applications to take place such as, where do you promote and market your website, how much should be invested in the website etc. Without stats your website is dry, you don't know how successful it is, or isn't, and you cannot improve it.

Step 3 – Market it... (Gain a competitive advantage)

Ok, you've got a website promoting your business, so has every one of your competitors. Marketing your site we will give you a competitive advantage. Marketing takes place firstly on search engines such as google and yahoo in the form of search engine optimisation. The Internet allows very specific searches to optimise the people searching for your business product or service, and brings you and your customer together. For example, a potential customer searching for 'dog trainers' will prove non-successful for your business, your potential customer will find a million different dog shops, trainers, everything. However if you marketed your site, when your potential customer refines the search to 'dog trainers + west midlands' your dog training site will be found, and you would gain a customer.

PPC advertising allows you to advertise on search engines with a view to pay a few pence for each person that clicks on your site, this is a sure fire way of gaining visitors. Finally we audit your site to ensure upon reaching your site customers can find your contact details or the information they require.

Marketing your site is essential and beginning now will ensure you stay ahead of the game. Look at it this way, at the moment your website is a small shop in the back streets of the biggest city in the world we will put you on the main shopping high street of that city, or at least as close to it as we can get you.

To find out more information about 3stepwebsites including prices and individual quotes email tim@3stepwebsites.co.uk

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