

## Most Web Sites Don't Work

*The bottom line is to think about using an internet solutions provider rather than just a web site developer. Then get them in sync with your unique selling points, core competencies, customer demographics, sales targets, operating costs, and target ROI. Now, it's a lot easier to see why most websites don't work.*

(PRWEB) January 10, 2006 -- Small or medium sized business owners intuitively know that using the Internet as a marketing tool can pay tremendous dividends. So they look in the yellow pages and pick one of the many web developers listed. They meet up with the developer; get their heads spinning about Java, HTML, C++, MS SQL databases, and on and on. Developers say what is needed and extract payment. However, developers seldom have any idea about Internet marketing or how to drive profits to a business using the web. This is why most web sites fail.

Web sites should be self-financing!

Web sites (more accurately described as e-business solutions) should be a balance sheet item not an expense item. They should also deliver a measurable ROI. Most web developers build or rebuild sites from scratch with the focus on coding only. They don't take advantage of modular development technology that supports a building block approach of functionality that is a reflection of individual business needs.

Deploying a modular development technology approach to building, rebuilding, or enhancing your site, the developer can bring you a solution rapidly with high quality and massive cost savings. For 2006, Video e-mailing and Open Learning Environment will generate enormous interest. Cost reduction advantages on these two items alone represent significant bottom line opportunities.

Holding the number one position in the search engines doesn't matter!

Everyone has heard the promise ... "I will get your web site listed at the top of the search engines." But, everyone cannot be at the top of the list and professional managers know it.

Search engines have rules and they change periodically.

Actually being the second or third position is preferable and will generate greater profits for a progressive business. The goal is to generate high visitor levels on all pages, not just hits to the home page. With millions of new sites coming online every month, not all of them will attract the visitors they need to be successful.

With this in mind, some of the more sophisticated methods to use are Phantom Scripting, Push Technology, Affiliate Marketing, and Ad Push Technology. These tools are designed to increase sales and productivity, and reduce costs; and this is really what small or medium size business owners want.

Most sites are left unattended!

Most web developers are just that, developers. Once they have finished a site they are off to develop another site.

Companies measure sales activity and distribution channels on a monthly basis. The web site is one of these sales channels. Knowing the number of visitors and not just hits is extremely important. Knowing which pages are being viewed and how long a visitor is on each page is critical information. What search engine did the visitor come through to visit the site, or did the visitor reach the site over a link from another site?

Small or medium size business owners are constantly measuring their companies against the competition. How their web site performs is no different. Knowing how the site ranks compared to the sites of competitors is key intelligence.

The bottom line is to think about using an Internet solutions provider rather than just a web site developer. Then get them in sync with the company's unique selling points, core competencies, customer demographics, sales targets, operating costs, and target ROI.

If an Internet solutions provider integrates all of the company's business goals within the design, hosting, and managing of your site, then these goals will be met. If not, the web site will not work.

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