

Building Websites Effectively from Every Aspect- by Phil Reale

Almost anyone can learn to build websites these days, and there are a myriad of programs available to the average person to create their own site. These can range from basic HTML programs like Microsoft FrontPage to Macromedia's Dreamweaver, even your newer Adobe Photoshop Versions can turn your pictures right into web ready files. But just because you unlocked the secret to posting something on the web - altogether exciting and mysterious to the beginning novice - not everyone has the ability to make a web site that really works.

There are many facets to building a web page correctly. As covered in previous articles you want to consider both the end-user and the search engine crawlers when designing.

A general rule if you are looking to convert your web site hits into sales, etc. is to make the number of clicks to the sale page as few as possible. If you have a web site already, see how many times you have to click just to get to your checkout or conversion page.

Then you must consider how your homepage moves the user to

checkout, is it interesting enough to continue on to the next page? Have you informed them enough about your product? Would you buy from a site that looks like this? Look at some of your favorite web sites, if you consider how Wal-Mart or Target have their sites setup - you'll be observing the online movements of some of the world's retail logistic giants. Be sure that they have spent a lot of time and money researching what works and what doesn't. When I was younger I heard the expression "Amateurs Imitate, Professionals Recreate" - and that simply means find who is #1 in your industry, look at what they are doing. If they are making money then you should take notes.

Do a search on Yahoo! right now on "advertising colors" and read about what colors and tones are working for top advertising agencies in today's market. What web site did you buy something from recently, and why?

The key to selling online is efficiency. Do you have the right product(s)? Do you have effective marketing or advertising set up to drive traffic to you? Does your site look professional? Is your metacoding setup for top search engine placement? If it is, does the content on your site keep the user interested?

If they are ready to buy, is

your online checkout easy to use and secure?

Once you get an order, is your shipping efficient? If there is a problem, is your customer service good? Be ready for anything, it will happen.

Efficiency also means dealing with obstacles in an efficient and cost-effective way. If you have started a business before you know that the more you learn the more you realise that you didn't really know anything, and there is much more to go. Don't be afraid to ask questions and take chances, try out new things and don't be afraid to fail. To create the future is to predict it.

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