

# FACT SHEET: WHAT TO HAVE ON A WEBSITE

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The content of your site should be given the same careful consideration that you apply to the design of all your promotional material. You need to consider:

## **What do you want from your site?**

This depends on the type of site you have, firstly consider that websites can roughly be divided into the following types:

*Brochure site* – this is a translation of existing branding and marketing to the web, the cheapest site to get online (assuming you've already developed the brand, and supporting marketing material). This type is ideal for supporting traditional brand awareness campaigns, e.g. [www.rialto-consultancy.com](http://www.rialto-consultancy.com).

*Product based site* - Instead of promoting your brand directly you may wish to focus on one particular product, in this case a site designed specifically for the product allows you to focus specifically on the product, and its unique benefits, e.g. [www.terminator3.com](http://www.terminator3.com).

*Content focused site* - If you offer a service rather than a product, a content focused site may be better, it allows you to offer up to the minute news and information on your specialist area, e.g. [www.crickett.co.uk](http://www.crickett.co.uk).

*E-Commerce site* - If you traditionally offer a number of products for sale, which customer are prepared to buy without being present at the point of sale, then this is an excellent way to expand your market. A good example of this is Amazon, [www.amazon.com](http://www.amazon.com).

*Internet business* - Some businesses like [findmeabnb.co.uk](http://findmeabnb.co.uk), or E-Bay exist purely on the Internet, without it they would not be possible.

## **What should be on your site?**

*Brochure site* - should match your printed brochure as closely as possible, reinforcing your brand image. Marketing studies show that on average a buyer needs to see your message nine times before they decide to buy. As such it is important to project a consistent message.

*Product based site* - A product based site is a refinement of the brochure site, it should naturally feature the product, focusing on what it offers the buyer.

*Content focused site* - A content focused site should provide a range of content focused around a central theme. The content should be useful, well written and topical. Ideally such sites should provide a good index, and a site search facility. It may also be appropriate to allow users the ability to interact with the site, and each other.

*E-Commerce site* - It is important to ensure such a site clearly conveys the unique benefits you offer them, and provides a clear description (ideally with a photo) of the product or service you are offering.

This kind of site is the most work to develop, as it requires careful integration with your business model, and you need to fully understand the legal implications of distance selling. Consideration needs to be given to online payment processing.

*Internet business* - If your business fits into this category you probably already have strong feelings about what should be on your site.

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This fact sheet is based on extracts of the book  
"DOT NOT, Getting Your Business Online"  
by John Crickett.  
For more information see: [www.dotnot.co.uk](http://www.dotnot.co.uk)