

5 Requirements for Creating Effective Web Sites

January 17, 2006

Document Version 1.0



The Essentials

Making sure your Web site is effective takes much more than hanging out a virtual shingle. It requires careful consideration about how you want to portray yourself, what you want to say and what you'll do with the results once you have them. Keep in mind these five key factors:

- 1.) **Alignment** – Keep your Web site aligned with your business goals.
- 2.) **Clear Purpose** – Design each page of your site with a clear purpose and communicate that purpose to the visitor.
- 3.) **Action** – Ensure that each section has a clearly defined preferred action for the visitor to take, to stay on the path to becoming a customer.
- 4.) **Relationship-Focused Content** – There are no transactions with relationships. Your site content must be focused on the main ingredients of creating a successful “touch”—trust and a positive emotional context.
- 5.) **Measurement** – Improve your success by keeping tabs on your progress. Track the effectiveness of your site by looking at a variety of factors.

What can these five requirements do for you? We'll put them into a living, breathing site that gets attention and action. Contact the Granger Group for your tailored strategy.

The Next Step

Looking to make your site a destination where style meets substance? Granger Group can help you design a Web marketing plan that's focused on tangible outcomes. To find out how we can design a strategy that fits your business today and tomorrow, give us a call.

Call the Granger Group TODAY! 402. 392.1942 (Monday-Friday 8:30 AM – 5:00 PM CST)