

## **YOUR WEBSITE...DOES IT HELP OR HINDER YOU?**

**By Mike Shubic - Your Marketing Coach**

As a business owner, your website is by far the most powerful marketing tool you have. And, dare I say, in most cases, it is the least expensive. However, while you could pay a couple to tens of thousands of dollars for a professional site depending on your online needs, if done correctly, it will pay dividends for years with very modest expenditures along the way.

There are many options when it comes to building a website, you can search the web for the cheap, 'one-size-fits-all' approach. Or, you can hire the neighbor's kid who is a computer wiz, or, if you're in business for the long haul, you can consult a professional. The latter of the three will be your most expensive route, but you know what they say...you get what you pay for. As the web grows, it doesn't get simpler; it gets more complex, even with all the software advancements. It's very difficult for the lay person to keep up with this ever changing technology. Consider this...the web is not just one of the most powerful mediums of our day, it's also a technology, and it's ever changing. So, in order to be effective on the web, you must be willing to keep up and invest in change.

Here are a few things to consider...

**Research**...don't create or update a website in a vacuum, consult your clients, employees and others to find out what they need and want from you online. You may just find that your clients want something you never considered.

**Strategy**...consider the navigation, the content and the functionality of your site. Make sure there is rhyme and reason for your decisions. Make the site easy to get around so users can find quickly the information they need or want. It's very important to optimize your site for "search engines" because over 70% of your traffic will come from them.

**Analysis**...Do you know if your website is working for you? Any idea what your traffic is, how long they are staying, what they're looking at, interested in? If not, you're not in touch with your customers, and if that's the case, I don't have to tell you what that means.

A website is no longer just an informational source; it's an instrument for your business. There are many tools, applications and features you can integrate into your website that can and will streamline your business. It's the single greatest marketing investment you'll make!

*Please visit Mike Shubic - Your Marketing Coach at [www.ShubicMarketing.com](http://www.ShubicMarketing.com) with any questions about website development. Mike Shubic is a 16-year marketing veteran and Gold Canyon resident.*