



Reach through the Internet  
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## **Marketing 101: Websites**

A good website should communicate why people ought to do business with you. It should make them want to pick up the phone and call your number (Ours is 503-342-2085).

A website should establish you as an expert in your field, but it should also tell a story. Why are you in this line of work? How long have you been doing this? What is your philosophy of business? What have you done that has made you so successful? (Chances are, if other people used you because of this, new customers will too!)

Websites should be free from misspellings and anything that takes away from your marketing message. Don't worry if you're not an ace speller. We have people who went to college for English that can take care of that stuff for you. (And as Henry Ford once said, "Why should you spend a bunch of time learning stuff when you can just hire someone who knows how to do it?")

Henry Ford was a smart man.

Obviously, we would like to sell you our services as a value-added website development and hosting company. However, we know that everyone starts from different places, and some folks just like to do it themselves. No problem. We don't make a secret of good website development-- it's communication, just like anything else.

### **Here are the basics of good web marketing:**

- **Get a good domain name**, preferably a .COM with your business name. As a general rule of thumb, the more descriptive, the better.
- **Have a decent-looking website.** If your website looks like something your brother's nephew's ex-girlfriend produced while she was in college in 1994, then it's probably time to think about an update.

- **Have an email address that uses your domain name.** Seriously. It's not that hard to do if you have the right help. (Yes, we can help you with that!)
- **Use images effectively to communicate message:** if you are an auto transporter, have a picture of your equipment with cars on it! Studies have shown that people absorb information much more quickly through images than through words.
- **Communicate your company's strengths:** If you provide same day service within a given geographic region, then talk it up! Whatever it is that you do best, you need to emphasize. Don't just say "We have quality service." What does that mean, really? Say what it is about your company's service that customers really love.
- **Single out the customer.** If your company fills a certain niche occupied by a certain type of customer, specifically address that customer. Which of these sentences do you think is more effective?
  - "Bob's Jewelry Store, fine jewelry since 1985"
  - "Bob's Jewelry Store, helping nervous young men make marriage proposals since 1985"
- **Submit to the search engines.** If you make a website that communicates your company's unique value to the customer, but then don't take care of this vital part of web marketing, then what's the point, really? (Our basic package includes this service!)

**Update your site.** Read your own website every so often. If you hire a new employee. If your phone number or address changes. If you add new products or services. Old phone numbers and bad email addresses on your website isn't a very effective way to use the Internet.