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Five Questions That Can Save Your Company

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Introduction

Your Website must be a bona fide business tool. That's just a fact. Whether or not you sell products and services online not withstanding. Your Website must represent your best interests online - or else.

So just how do you know if your Website is doing the job of provide for your beat interests? At a minimum, here is what the top of every page on your Website must do for you:

The Questions

1. Do you see these things on the top of every page on your site?
  a. Your company name.
  b. Your e-mail and phone number.
  c. Graphic link icons for all your social networking sites?
  d. A link to your mobile Website?
    i. If your Website has not been rebuilt / redesigned / or otherwise altered to provide for smart phones (what' referred to as a responsive Website) get going on that immediately. You, literally, have no time to waste.

2. Is you navigation system consistent across your entire site? If not, have it rebuilt so it is.

3. Does your Website tell the reader what you can do for him or her? Or, does it simply state what you do, and force the reader to figure out how what you do can be made useful to the reader? In short, do you tell people in unambiguous language why what you do is worth their time and money to purchase?

  a. **A word about content.** Your Website is nothing more than a content delivery system. Your content is being offered to the world for something more valuable than money - people's time. Keep that in mind when you fill your site with content offers nothing of value to the most important people in the world - your customers.

4. Is your Website's copyright date showing the current year? If not, get to your Webmaster and install a script that keeps it current.
  a. Want the script for you in-house solution? Download it here.

5. Does your Contact Us page include full contact information for every major department in your company? Does it include telephone number(s), e-mail addresses, fax numbers, cellular telephone numbers (if important)? Or does it simply provide a form that people are forced to complete? Forms

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are not recommended because many times people need to talk to someone, or need an e-mail address.

a.   Is your company e-mail address a free account at Gmail, Yahoo or other free e-mail provider. That is not recommended. Have your Webmaster set up email addresses for you at your Website's address. Professional's do not use free email. Get this fixed today. When you use a free email account professionally it speaks very badly about you.