

Making web sites work
by making words
make sense...

In 1985, when we started our business, nobody talked about web sites. Well, nobody had web sites.

Now everyone has a web site.
And everyone is an expert about web sites.

But most web sites don't work.
Because they don't bring in business.

Let's fix that problem today...

:: Why web sites don't work

Web sites don't work when they fail to inform, interact or make contact.

1. A site must inform: who, where, when, why, what, and how much?
2. A site must interact: you ask questions, share opinions, play games, download information.
3. The point of informing and interacting? Contact.

A web site exists to make contact with visitors to the site, and let them contact you.

Then you can do business. No contact, no business. Failure.



:: Measure total lifetime value

What is the Total Lifetime Value of one of your customers?

How much on average is a customer worth to your business over one, three, six, ten years?

Take a simple example:

My dentist earns £20 of dental insurance a month. That's £240 a year - £2,400 over ten years.

So if my dentist's web site brings him one new patient a week, then that web site is worth £12,480. And if for each of the rest of the nine years, another 50 patients come in (just one a week remember), then my dentist's investment in his web site is looking like a rather good investment.

Try it yourself. One customer is worth £___ a month (or a year). That's £ ___ a year.

How about the number of new customers per month? Multiply by 12. Then by, say, six years...

Let's stop there for now. Now you have a real number. Are your teeth showing?

:: Ask yourself two questions...

First, a good question:

- Is my web site good enough, sharp enough, clear enough, compelling and professional enough to drive one, ten or fifty new customers to my door every year?

And if not, why not?

Secondly, a bad question:

- How much would you lose if you treated those customers so badly that they walked away?

That's what a bad web site can cost you if it deters customers from even making contact with you.

If someone cannot find what they want, cannot access a site or cannot even understand what a site is offering, they don't walk away - click, they are gone. In a New York second.

:: Your attention for a moment!

People have very short attention spans. Are you still reading?

Good. We believe in keeping things short and to the point: -

- We use short sentences, with simple words
- And make things easy to read - maybe using bullet points.
- After we have said just what we mean...
- We stop. And say "Please contact us."

A good web site uses words to focus customer attention - to inform, to interact, and make contact.

But it can't take too long about it!

- A 1999 study showed that you have around eight seconds to win or lose a customer's interest on a web page. It's just as true today, even with broadband. (To see the study, just ask David on 08456 58 90 58, or send a request to david@also.cc).

:: How every page should work...

Making every page of a site work well is difficult. But it is also simple...

Ask these simple questions for each and every page: -

1. What are we informing our customer about here?
2. Are we prompting them to interact with us after seeing this information?
3. Have we tried to get contact from them? A call? An opinion? An e-mail? An order, heaven forbid?

:: Meet brevity -clarity's sister

Do you have a brochure, card, or letterhead?

Now, is there a link to today's newspaper, a banner advert or an animated graphic anywhere there? No. You probably concentrate on the important things, and use good design, complementary colours, professional typography or photography. And you'll use simple, brief, effective language.

So, just make your web site do the same... be brief, don't be boring. You can add huge detail, but only after you've got to the point.

:: Make your site make sense

- 1) Write down the most important information about your organisation. In 100 words.
- 2) Call David on 08456 58 90 58, and read it out to him, or mail it to david@also.cc.
- 3) **Busy?** Skip steps 1 and 2. **Call.** Mail. Let's start making sense.

David Petherick, Director



Office:
08456 58 90 58

Email:
david@also.cc

Facsimile:
08701 25 77 00

Web:
<http://www.clarocada.com>

24/7/365 Mobile:
07044 70 06 04

Postal Address:
CLAROCADA 26 Albany Street, Edinburgh EH1 3QH, Scotland, UK



CLAROCADA 
MAKE WORDS MAKE SENSE

08456 58 90 58

Start making more sense,
start making more money.