

## Web Sites

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Web sites have become one of the most effective mediums for documenting the value that you offer. They are a safe and convenient medium in which people can learn about your services. Prospects can access information at their leisure and in private.

Like a credibility kit, a Web site gives you the ability to provide a lot of information about your ability to offer value. You can post service descriptions, firm history, philosophy of business, biographies, highlights, testimonials, articles, newsletters, and the tools of your trade. But, because of the electronic medium, you have the ability to do much more.

Here are some tips for creating effective Web sites:

### ***Tip 1: Provide Useful Content***

The most important characteristic of a quality Web site is useful content. The more valuable the content, the more people will stay at your site, return to it, and recommend it to their contacts.

### **Education**

A Web site is well suited to providing education. In addition to articles and newsletters, you can provide audio and video seminars. If members of your firm speak or give seminars, you can post a calendar of upcoming events. You may even want to provide links to other sites that are informative.

### **Interactive tools**

If you have tools that your clients and prospects can use in their businesses or personal lives, you may want to post them on your Web site. For example, we know a loan broker who has a tool for computing mortgage payments on his Web site. You type in the loan amount and interest rate and it gives you a monthly payment. If you are a lawyer, make sure that you provide the necessary disclaimers to avoid the possibility of unintentionally forming a lawyer-client relationship.

### ***Tip 2: Make It Easy to Use***

Another quality of an effective Web site is simplicity. While more and more people are becoming comfortable with the Internet, most people still appreciate a site that is easy to navigate. Ask your designer to design the tool bar so that it is easy to find and understand. Make sure that all pages on your site can be easily accessed from every other page, and that all links function properly. And, make sure that the site loads quickly. The larger and more complex the site, the longer it may take for it to load on someone's computer.

Make it easy to contact you. And, if you plan on sending newsletters or other information to your contacts, make it easy for people to join your

email list. You may even create a button that allows your targets to easily refer your site to their contacts.

Make sure that the Web site pages are designed for printing. We have seen many sites that display photos or information on the screen that are not printable on an 8 1/2-inch sheet of paper. Consider having print buttons on each page that properly format pages for printing.

Exhibit G displays our Web site as an example of many of the above features. (It's a picture of the Web site home page with buttons.)

### ***Tip 3: Explore the Design Technology***

Web sites are extremely versatile. Design elements can flash, change color, move around the screen, and make sound. These design elements can be entertaining and capture attention.

However, don't fall into the trap of using every design element just because you can. Adding too many elements to a site can make it confusing and difficult to use.

Keep in mind that different people use different Internet providers and software which display Web sites differently. Your designer may want to use an exciting new Web site design method that works on your screen, but doesn't load or display properly on older computers. Make sure that your Web designer works with fonts, colors, and other design elements that are widely used.

### ***Tip 4: Make Your Web Site Visible to Search Engines***

One of the goals of a Web site is to attract strangers who are surfing the Web in search of someone with your services. Your goal is to optimize your site's visibility to search engines. There are a lot of books and articles published on this subject. However, the techniques search engines use to locate Web sites are continually evolving. Make sure that you find Web site designers and consultants who are knowledgeable in the latest search parameters used by search engines.

Search engines currently use algorithms that take into account the following issues:

- Registration with search engines
- The software incorporated into your site design
- The meta-tags or key words that people would use to find your services
- The words that are used within your site
- Advertising on search engines
- The number of other sites that link to your site
- The frequency that your site is updated
- The number of times your site is viewed

## Exhibit G—Example of a Web Site

SHARE THIS SITE | JOIN OUR E-MAIL LIST | PRINT THIS PAGE | SEARCH

**KOHN COMMUNICATIONS**

MARKETING SERVICES | MANAGEMENT SERVICES | ABOUT US | ARTICLES | TOOLS | SEMINARS | WEBLOG | CONTACT

*“He demonstrated that each of us has the ability to bring business to the firm. At the end of the presentation, I challenged all of the attorneys to make two contacts within two weeks... The challenge resulted in our attorneys making more than 50 client contacts...”*

**WELCOME TO KOHN COMMUNICATIONS**

**Thank you for visiting our website.**

Kohn Communications provides a variety of marketing and management support services. Our site is filled with valuable information about how you can improve your marketing and management efforts and is regularly updated with new [articles](#).

Please add us to your “favorites” and [share this site](#) with your contacts. If you would like to receive notices of our most recent articles, please [join our e-mail list](#).

**OUR SERVICES**

- ▶ About Kohn Communications
- ▶ Who We Are / Biographies
- ▶ Testimonials
- ▶ Marketing Services
- ▶ Management Services

Marketing Services | Management Services | About Us | Articles | Tools | Seminars | Weblog | Contact

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***Tip 5: Send Email Announcements***

An effective way of driving traffic to your site is to send emails to your contact list inviting them to visit your site. For example, when you add something to your site, such as an article, newsletter, or seminar, you can send an email announcement with an imbedded link to your site. When people click on the link, they are instantly taken to the place on your site where they can see the item you are announcing. Once there, they can visit other areas of your site.

***Tip 6: Create a Web Log***

Another technique that may help drive traffic to your site is to create a Web log (or Blog.) Web logs are a type of Web site allowing you to post information on specific topics whenever you want, and the public has the ability to post their comments. Since it can be updated frequently, this may be a factor in helping search engines to locate your Web log. Since you can cross-reference your Web site, having a Web log may help to drive traffic to your Web site.

Web logs are generally easy to create and your Web site designer should know how to set one up. But, maintaining them on an ongoing basis requires a commitment of time. If there are several people in your organization, you may be able to share the responsibility of updating information.

***Incorporate Your Promotional Documents into Your Discussion***

Too often after handing someone a brochure, or giving out a Web site address, professionals rely on the prospect to review the material. Unfortunately, people get busy or they lose interest. So, you should take steps to insure that people actually review the information.

***Use the brochure as a talking paper***

When you hand out your brochure, instead of simply giving it to someone, we suggest that you review it with them. Point out the various sections and what they say. In this way, your prospects are sure to see all of the relevant information.

***Use your site as a slide show***

An effective way of using your Web site is to ask people to look at your site while you are talking with them on the phone. Give them a tour of the site. Tell them which pages to look at and show them the value that it offers.

This participation helps prospects explore your site in depth and gain a better appreciation of the value that you offer. It also prepares them to describe your services to other decision-makers at their companies.