



## Objectives

Understand precisely what the key objectives of your online activity are to be (eg. generate direct sales, generate good quality leads, cut costs, capture contact information for marketing purposes etc).

These online objectives should complement and support more general business development objectives and should not be defined in isolation for an online environment.

## Target audience

Clarify your target audience and group them (by market sector if possible) according to their needs and the key messages you will need to promote to strike the right chord with them.

This impacts dramatically on how the web site will be structured. The point here is that every visitor to your web site should immediately be able to identify themselves according to the structure you have implemented.

## Traffic

Identify ways of driving good quality traffic to your web site (by good quality, we must refer back to members of your target groups).

This will include search engines but consideration should also be given to links from other web sites, pay per click campaigns, email marketing, blogs, signature files, referrals and other, more traditional and conventional offline marketing techniques (advertising, URL promotion etc.).

## Experience

Where possible, include interactive tools and features that enhance the overall "user experience" and that give the visitor the impression they are involved in some small way with the site and not merely being asked to read marketing rhetoric.

Examples could include online calculators (for specific purposes), site ranking tools, links to relevant sites or within FAQs, surveys, auctions, online automated quote service, product comparison tool, postcode location checker, online tests/quizzes/competitions, puzzles)

## Calls to action

Clarify what action you want each of these groups to take when they visit your web site. This will probably be different for each group, and it needs to be more than just reading about what you've got to offer.

It should be a definite action that will help achieve your key objectives. (examples include access / request a free (?) online resource (eg. fact sheet, tips/hints, top 10 ...), respond to a time limited "special offer" or deal, request further (more specific) information, sign up to a subscription service, register for internet-only special offers, make an online purchase, make an online enquiry about a product or service). Each action is linked to the key online objectives alluded to above.

## Measure / monitor

Subsequent to launch, monitor where the traffic is coming from, how it found your site and how effective the site is at achieving your key objectives in the context of % success for "conversion" (where conversion can very loosely be defined at this level of persuading the online visitor to take the action you want him to take).

## Refine / adapt

Having taken the time and trouble to understand how your online visitor behaves when he/she visits your site, you are in a position to be able to take action that will have a positive effect on conversion or any other metric that is important to you.

One common mistake that needs to be avoided is to consider the implementation of a web development project as "done and dusted" upon launch.