



[Do I need a web site?](#)

The link above is a short questionnaire that will help you decide if you really need a web site.

Are you looking to prosper in today's marketplace? Then it requires an Internet presence with a professional, alluring, and engaging web site that WebSites-R-Us can provide. Establishing an Internet presence for your company or organization can be one of the most important steps you take. Anyone can put together a web site with html coding but not everyone can make a quality web site like WebSites-R-Us with over 20 years of designing experience.

Back in the day your first impression of your company was your receptionist, now it is your web site. Your website design should project a professional positive image to your visitors, and engaged them to conduct business with you and return consistently.

Today's market has changed the way we buy or sell products and services as well as the way we obtain information. Remember the days when a web site was considered "nice to have". Today, it is imperative for companies to have online strategy to be competitive in the Ecommerce market.

Website Statistics

- 67% of Americans are online - can they find your company?
- Currently over 67% of the people in the US access the Internet
- It is estimated that 197 million people or 70% of the US population will have access to the Internet.





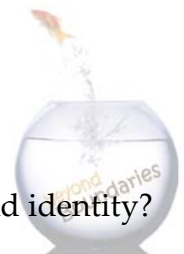
- Most people log onto the Internet at night to research their business needs - YOUR site is always open to visitors.
- Effectively compete against larger businesses.
- The Internet makes the playing field equal for ALL companies, large and small.
- Your web site is an extension to current advertising (phone, newspapers, magazines, etc.)
- Enhance your business' professional image.
- Your web site can educate your customers and potential customers!!
- Dramatically increase sales by reaching more customers with search engine optimization.
- Word of mouth referrals need a way to find and learn about your business!!
- Online strategy will increase exposure in the global marketplace.

Having a website can help broaden the scope of one's business. Customers shop and compare prices now more than ever and the Internet offers a powerful, quick and efficient way to do so. Your customers can go online 24 / 7 to get answers and information about your business, even if your business is closed.

Also, having an online presence will enable you to give instant notice of new offerings or specials.

Imagine the possibilities!

1. What do you expect the website to accomplish for you?
2. Do you already have an established business with its own unique brand and identity?



3. Do you need the site to serve as a "brochure" or informational website only, or will you need a more interactive design?
4. What are the needs and expectations of your site visitors, customers and clients?
5. What do you require in terms of functionality in the website (i.e., ecommerce shopping carts and real time credit card processing, databases, advanced programming, etc.)?
6. What is your budget for the website? Have you established a budget?
7. Do you want all the bells and whistles of the larger more well-funded websites?
8. Will your website be database-driven?
9. Do you have a CMS (content management system) so you can update your own information to the site and pages yourself? Will you require WebSites-R-Us to update future information?
10. Do you need dedicated hosting (for larger sites with numerous custom programs and dynamic content delivery and interaction) or will shared hosting suffice?

E-COMMERCE TIPS

- When selling a product or service, make it easy for the customer to buy without having to contact the company. Many sales are sporadic and will be lost if the visitor cannot order immediately. Consumers will not always buy based only on the price; they will shop and return to sites they can trust.
- Write positive statements about what your products or services do



- Include actions to prompt visitors to order, and give them reasons to order now (expiring offers and discounts). Up-sell accessories or higher priced items. Bullet points make it easy for customer to scan quickly. Use longer sales copy for extended reading.
- Typically you should not use free services on a commercial website. Would you consider ordering from a company that refused to invest a mere \$25 a year or even \$10 a month to maintain their own domain? Would you be comfortable ordering from a company that had no secure on-line order form?
- Commercial sites must do everything possible to establish trust (full disclosures and policies, contact information, secure ordering, professional look, third party endorsements and testimonials).
- Use designated account for Internet orders (check with bank for restrictions)
- 90% of fraudulent orders come from free e-mail addresses. You may want to consider refusing credit card orders from customers using free e-mail.
- There is a higher risk for non-tangibles (software, etc.).
- Subscription services are high risk.
- Verify manually if "bill to" and "ship to" are different.
- Use a traceable shipping method.
- Use manual credit card processing with AVS verification for the least risk.





- Inform customer who the charge on their credit card will come from when they look at their monthly statement in the HTML and e-mailed receipts.
- International orders are the highest risk of all. Request phone # on back of card and manually verify. Once the product is out of the country, it's gone.
- Phone the customer back on large orders, especially on 2nd day or overnight shipping.
- Be wary of breaking policies for customers on payment issues, it can be a fraudulent order (i.e. shipping to a 3rd party address that doesn't match the credit card billing address because it is a gift).
- The merchant is most at risk for Internet fraud and charge backs since there is no signature. Try to get backup information. Only give free offers and bonuses upon receipt of a completed warranty card or get customer receipt confirmation another way.
- Problems resolved in favor of your customer, reduces the chances of negative word of mouth advertising.

