

## Three uncommon steps for accelerated web site performance

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### The business development viewpoint

Small and medium-sized businesses frequently want an evaluation of their web site. They want and need to know how it compares to the competition. Most of them will be getting this assessment from the business development viewpoint for the first time. This may be complimentary to or in stark contrast with the existing outlook of the web site developer.

The aggregated view of small to medium sized businesses shows that more than 60% of them are disappointed with their web sites. Many people say they aren't really sure what their web site does for them. Moreover, they showed striking similarities in "how" they got their web sites going.

Most web sites were bought from outside web developers or creative professionals or developed internally, with little or no prospect or demand side information. Many used the web-site-in-a-box approach. The specific needs of the business were only occasionally included. In one instance, a seller of web site development gave away "quick content" to acquire the business.

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More importantly, companies disappointed with their web site's business contribution consistently excluded these three important steps in creating the site:

#### 1. Establish communication relationships with the market:

- a. Understand the market and custom-

er needs first

- b. Do not put-up content and push it out
- c. Do communicate the "Do-Fors" that you provide customers

#### 2. Develop the web site's business mission(s) and specific purpose(s):

- a. What problems will the site help you to overcome?
- b. What parts of the business should it accelerate?

#### 3. Testing and Tuning

- a. Test with people who fit the profile of your target customers
- b. Take the results from this testing and fine tune the site
- c. Measure the results

#### Real examples of web site business missions

- Reduce time-to-market and time-to-revenue
- Qualified lead generator
- Expand product and service reach while reducing our costs
- Target a previously unreachable customer
- Allow partners to more easily do business with us
- Credibility

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