



Your Website Coach



Business Website Basics: Part II – 8/25/05

In the last column, I answered questions just about everyone asks at some point in their business. Those questions were provided by Stella Woitulewicz of *Info-to-Action Coaching, LLC* (www.info-to-action.com). She actually asked so many good questions that I feel compelled to answer a couple more this time around. I am asked these same questions on a very regular basis.

- Q. Who is the best person to write copy for my website – me or my designer?
- A. Unless your web designer is as knowledgeable as you in your field, it should not be your web developer. You are the content expert who will supply your developer with the information he needs to build your online presence. If you don't have the time to be the writer for your site, ask your developer if he works with a writer or can recommend a writer. Many of us partner with professional writers to ensure a polished, professional site for our clients.

And as a supplemental question to the one above...

- Q. What would a web designer expect from me?
- A. As I mentioned, you need to supply your designer with the written copy you would like to see on your site as well as photos, existing logos and other graphic art. This, of course, does not include the art or photos that your developer will create for you. If you already have a domain name and or website, then you will need to supply them with the associated user ids and passwords so they can do their job.
- Q. How can I tell what the payback on my website is?
- A. I would say that the most obvious way to find out is ask your new and potential clients how they found you. This can be in the form of a direct question or perhaps as one of the questions you ask them as part of your intake process. The next best way is to use the web statistics package provided to you by your web host. I can't think of any web host providers that do not offer a web statistics package these days. The beauty of this type of program is that you can find out *who* is finding you, *from where* they are coming, *what* page is their entry point, *how long* they are hanging around in your site, daily averages, monthly averages and more. From these numbers and your actual sales, you should be able to determine how much business is being driven by your website. The trick is to actually use this data on a monthly basis and update those pages that appear to be the most popular.

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