



Web-Centric Marketing and Recruiting Teleseminar June 22, 2006

The 20 Point Website Self-Assessment

Why the web?

- ✓ Faster to market
- ✓ More flexible
- ✓ "On the fly" changes and updates
- ✓ Virtually unlimited content
- ✓ More focused on your target audience
- ✓ Multi-media capable

Seven Characteristics of Websites That SELL

1. Intuitive Navigation
2. Aesthetically Pleasing
3. Audience Focus
 - ✓ Site: Primary Audience
 - ✓ Pages: Secondary Audience
4. Frequent Updates
5. Email Newsletters/Blogs
6. Calls to Action
7. Values Driven Organizations

"All things created equal, people would rather do business with a friend. All things created unequal, people would still rather do business with a friend."

What's Next?