



Starting an E-Business

*Learn the different elements
involved in establishing a presence
on the world wide web.*



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12 Reasons for a web site

- **Technology To Compete** - auto-responders, accept online payments, deliver products over the Internet.
- **Niche Markets Abound**
- **Lifting The Profile** - small business can have the appearance and credibility of a large corporation.
- **Low Cost**
- **Open 24/7**
- **Serving The Local Area** - a quick and easy way to access information about products and services from home.
- **Reaching A Global Audience**
- **Customer Feedback Made Easy**
- **Frequently Asked Questions**
- **Interactivity** - Automatic product updates, web site content and image changing, live video and audio streaming.
- **Test Marketing New Products**
- **Use of Time Sensitive Promotions**



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"12 Reasons Why A Business Without An Online Presence Is Missing Out On A Goldmine Of Potential Customers", Noel Peebles, AllBusinessNews,02/20/03
<http://www.allbusinessnews.com/archives.html>

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Basic Requirements

- **Domain name**
 - Reflect your business focus (\$9-35/year)
- **Hosting Account**
 - Site capacity, reliability, statistics (\$215/year? Or up)
- **Internet Access**
 - Site review & maintenance (\$8/month and up)
- **Web Site Developer**
 - Experience, quality of work, delivery of traffic
- **Development Software (?)**
 - Microsoft Frontpage (\$169)



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Innovation?

- **Successful innovations**
 - Moderately new to the market
 - Tried & tested technology
 - Saved money
 - Met customer needs
 - Supported existing practice
- **Unsuccessful innovations**
 - Cutting-edge, untested technology
 - Followed “me too” approach
 - No clearly defined solution in mind

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“Expect the unexpected”, Economist, 9/6/03, “Why Innovation Fails”, Carl Franklin, Spiro Press.



Idea Factors

- **Need Spotting**
 - Looking for an answer to a problem
- **Solution Spotting**
 - New way to use existing technology
- **Mental Inventions**
 - Created with little reference to world
- **Random Events**
 - Serendipitous discovery & recognition
- **Market Research**
- **Trend Following**



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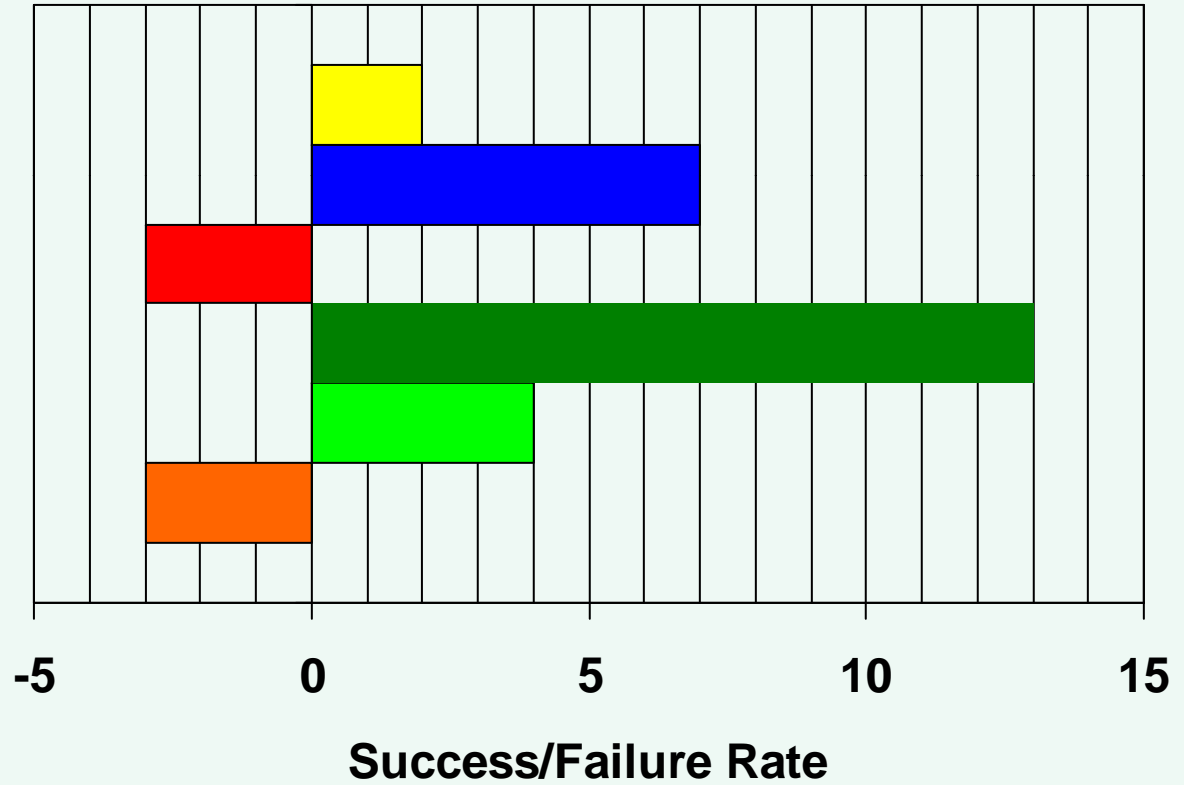
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Success Rates

- Need spotting
- Solution spotting
- Mental inventions
- Random events
- Market research
- Trend following





Internet Marketing

- *Web Site Development*
- *Business Newsletter*
- *Usenet Posting & Advertising*
- *Reciprocal Links*



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Reciprocal Links

- *"More the merrier"*
- *Not necessarily directly related*
- *Can generate visitors*
- *Improves search engine ranking*



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Usenet Posting & Advertising

- *Free advertising*
- *Search engines are beginning to crawl for information*
- *Can generate direct leads*
- *Drive traffic to your site*



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Business Newsletter

- *Targeted market*
- *"Permission" marketing*
- *Direct feedback*
- *Drive traffic to your site*



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Web Site Development

- *Content*
- *Targeting*
- *Keywords*
- *Metatags*
- *Description*
- *Speed*
- *Graphics*
- *Links*
- *Ratios*
- *Forum*
- *Title*



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Web Design Blunders

- Multiple Popup and Popunder Windows
- Unreadable Text - black text on a white background is the easiest to read.
- Confusing Navigation
- Trapping Visitors In Your Frames - unable to use the 'back' button on their browsers to leave.
- Broken Ordering Links!
- Splash Pages - A big showy graphic that serves no real purpose is an easy way to lose your visitor.
- Flash Animation- make sure visitors have the OPTION to view it.
- 'Forced' Disclosure Of Personal Information
- S-I-o-o-o-w Loading Pages
- General 'Unprofessional' Look-And-Feel - spelling mistakes; bright/clashing colors (or too many colors); too many fonts; a sloppy or disorganized look; too many banners or graphics blinking, flashing, dancing, or beckoning from the screen; lots of broken links; and horizontal scroll bars.



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"Web Design Blunders That Can Cost You Lost Profits", Angela Wu, SiteProNews, APRIL 7, ISSUE #314.

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Search Engines

- *000's of engines*
- *Focus on top engines*
- *Some feed others*
- *Names: Google, AltaVista, Inktomi, DirectHit, Go, etc.*



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Search Engines are Picking Up Steam

March 24, 2003, BusinessWeek Online

- Paid-search revenue grew 40% last year, to \$1.4 billion
- 23% of the \$6 billion Net advertising market
- Search-related revenues, mostly from advertising, will grow 43% this year, to \$2 billion. U.S. Bancorp Piper Jaffray
- Search-related ads attract far more interest than regular scattershot Internet ads. Why so? They give people what they're already looking for.
- At an average of 35 cents a click, paid search undercuts the \$1-per-lead average for Yellow Pages ads sync because up to 35% of searches are for products or services
- Google.com draws 39 million unique visitors a month



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Relative Importance of Various Search Engines

	Total Search Hours (in Millions)	% of Total	Cumulative %
Google	18.7	35%	35%
AOL	15.5	29%	64%
Yahoo	7.1	13%	78%
MSN	5.4	10%	88%
Ask Jeeves	2.3	4%	92%
InfoSpace	1.1	2%	94%
AltaVista	0.8	2%	96%
Overture (GoTo)	0.8	2%	97%
Netscape	0.7	1%	98%
EarthLink.com	0.4	1%	99%
LookSmart	0.2	0%	100%
Lycos	0.2	0%	100%
	53.2	100%	

Source: Nielsen//NetRatings for SearchEngineWatch.com

<http://www.internetnews.com/IAR/article.php/2108921>

125,000 sites, 12 million Internet users, March 6, 2003,



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Directories

- *Many industry specialized directories*
- *“Edited” entries*
- *Possible paid placement*
- *General directories: Google, Yahoo*
- *Portals: About, Go*



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Web Statistics

- *Hits vs. Visitors*
- *Sources of visitors*
- *Page views/departures*
- *Keywords/phrases*
- *Traffic by Day/Hour*



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Managing your site

- *“Train” the spiders!*
 - *Frequent updates & changes*
- *Control the spiders!*
 - *Link structure*
 - *Page placement*



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Tuning your site

- *Source of visitors*
- *Keywords used to reach site*
- *Movement of visitors through site pages*
- *Most viewed, exits, entrances*



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Tools You Can Use

- *Finding product* [Link](#)
 - *Houston Public Library*
- *Getting a domain name*
 - *Search a registrar*
- *Getting a host*
- *Creating a site*
 - *Wordpress can be used as a content management system for a complete site*
 - *Also serves as blogging software*
- *Promoting your site*



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Conclusions

- *Web site only one piece of marketing*
- *Clear focus is critical*
- *Techniques make the difference!*



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“Live” demonstration?

- *What the spider sees*
- *Highlight keyword repetition*
- *Demo keyword combination searches*
- *Website analysis (“garage”)*
- *Keyword analysis (“tracker”)*



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