



The ABCs of Internet Success

The term 'Internet Expert' is thrown about with increasing regularity these days. Many people believe that owning a computer and having a little

html experience is enough to call themselves experts. Determining who the experts really are is a difficult task and one that requires more than a few considerations.



Unfortunately for many business people, choosing from these so-called 'experts' often comes down to cost, and cost alone. However, as it is with most things in life, the cheapest option is not always the best. With a website, that kind of thinking will definitely end up costing a company more over the long run.

With each passing day, the Internet is bringing about more and more business opportunities. However, if a company chooses to scrimp on its initial investment to save a few hundred dollars, the resulting site may have as much influence on their business as a leaflet nailed to a tree in the middle of a forest.

While that electronic leaflet ages, unseen and unmentioned, a competitor can lure customers through the innovative use of new technologies that make sites easy to find and dynamic enough to warrant repeat visits.

So when choosing an e-commerce solution, the way to avoid ending up in the electronic hinterlands is to partner with an organization that can bring your business the benefits of a well-developed Internet Business Strategy.

So how does a business become an industry leader, while saving money and building a greater client base? The answer is as easy as ABC.

A -- ADVANCED TECHNOLOGY

Almost every day, there seems to be another announcement about a new innovation that will revolutionize the way we conduct our lives. But just surf and look around the majority of websites, and you are likely to find the same old static sites you've always seen.

It is ironic that the Internet, which is continually reinventing and redefining its barriers, is filled with the rusting hulks of old technologies. It doesn't take much searching to find examples of companies that have opted for a decidedly low-budget approach to e-business.

It is no surprise these companies are not seeing the benefits enjoyed by their competitors across town and around the world. So leave the high-school student in his or her parent's basement, and trust your business to the professionals whose competitive advantage is dependent upon staying ahead of the latest technologies.

B -- BEING SEEN

Regardless of how technologically advanced a website is, if no one knows about it, the owner might as well send smoke signals to attract business. Sadly, even when a business does spend a lot of money developing an advanced website, most are lost in the vast expanse of cyberspace.

With so many websites on the Internet, the chances of finding one specific site, without a proper address, are about the same as winning a lottery. And with millions of new sites coming online every month, not all of them will attract the traffic they need to be successful. Check out the counters located at the bottom of many websites, and you'll find those numbers often make the whole process of establishing a web presence seem hardly worth the effort.