

How much value does your website add?



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According to a study undertaken in 2009 by Forester Research, 71 percent of business-to-business (B2B) marketers considered their website to be their most important marketing tool.

However, only 31 percent considered their website to be 'highly effective' at generating leads. To justify the substantial money invested each year in the development of websites, this ineffective performance must be addressed.

Some years back, Web1.0 was about static promotional sites that simply showcased a company and its products. Over the past few years, Web2.0, as it is commonly referred to now, has introduced numerous technologies that promote greater interaction and involvement between the visitor and the website.

Many sites now incorporate blogs, where staff can present less formal information about their company, product or industry. Visitors are able to post comments on or reply to a blog post, providing a valuable avenue for open communication. Although candid feedback can be scary, it does provide a great insight into what the market really thinks about you. If the thought of this makes you feel too exposed, there are settings in blogs to moderate

comments or to disallow comments altogether.

Most blog platforms like WordPress or B2Evo enable visitors to subscribe to posts via email or RSS (Really Simple Syndication). Rather than having to regularly visit your blog or website to read your posts, these subscription services 'push' the content out to subscribers whenever new content is created.

Because quality blogging encourages repeat website visits, your marketing and sales content is more likely to be found and read by curious visitors. Not only does this increase your chances of generating new leads, but the increased visitor traffic will be valued by Google, which in turn may improve your site's position in searches.

Another powerful and cost-effective way to drive qualified traffic to your website is through email marketing, which offers readers embedded links to more comprehensive content on your site. Detailed tracking and analytics within your website email and blog platforms provide valuable information about how your online marketing is performing.

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