

Web Presence Matrix From The Entrepreneur's Advisor

Determining Your Needs	Brochure Website	Informational Website	Professional Practice	Business Website	Ecommerce Website
Objective(s)	Provide information such as location Restaurant Menus Photographs Promotional specials	Provide news style information Promote a cause Build trust Collect data	Image Branding Establish field authority Attract Clients Build trust	Provide information Establish subject authority Attract clients Build trust Image Branding	Selling products over the Internet Provide information Build trust Branding
Minimal Information Needed	# of pages, sub-pages Keywords **	# of pages, sub-pages Keywords **	Description of services Bio(s) Photos Keywords **	Description of services or products Company History Sales metrics *** Keywords **	Product pages Photos Company History Sales metrics *** Keywords **
Suggested Resources	Social Media Profiles	Social media profiles Blog to pass on information or updates	Social Media Profiles Blog to establish field authority	Social media profiles Blog Advanced SEO knowledge	Social media profiles Product reviews Advanced SEO knowledge
Possible Web Design Considerations	Feature box Video Photo rotator Multiple text boxes	Feature box Video Multiple text Boxes Contact form	Conservative Contact form Article archives Search Box Video Widgets and plugins	Functional themes Multiple columns and areas Featured articles Archives Search box Unlimited widgets and plugins Affiliate programs Video Photo rotator Landing pages Contact form Email capture RSS feed Purchase page Pop-up lead generator Interactive Forum	Functional design Multiple columns and areas Featured articles Archives Search box Unlimited widgets and plugins Affiliate programs Video Photo rotator Landing pages Contact form Email capture RSS feed Purchase page Pop-up lead generator Content management system Hosted solutions Managed services Professional web design Customer service chat
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