

# Eight Keys to a Successful Web Presence

Presented for: American Society of Appraisers

1. **ESTABLISH GOALS:** Define your expectations of your site.

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2. **BUDGET:** Half of your budget should be spent on developing and marketing your site, and half devoted to ongoing updates. A realistic cost for a 20-page website is \$4000-\$5000, if you are borrowing from existing graphics and copy.

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3. **MARKET:** Put your domain name on all of your materials: brochures, ads, letterhead, business forms, calling cards, etc. Many visitors will come from competitors and others within your industry, so be sure to post employment notices on your site.

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4. **BECOME A RESOURCE:** Post a calendar of events. Host chat rooms, bulletin boards or discussion groups for visitors. Go beyond selling a product or service--*help solve problems*. Provide a 'links' page. A website is an ideal vehicle to promote real-time tie-ins to events, so that when customers look at your site they find information that they can use "today". Post news releases and announcements after every event... participants like to find out the results of their efforts.

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5. **BE USER FRIENDLY:** Make it easy for customers to find your site, find specific information, and to buy from you. Make it easy to navigate your site (visitors should be able to navigate to any page from any page). Rule of thumb: three clicks maximum to find what they need. Print your web address on collateral materials.

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6. **LEARN:** Take classes and subscribe to online newsletters. A popular online newsletter is Jesse Berst's Anchor Desk. Click on "subscribe now" at [www.anchordesk.com](http://www.anchordesk.com) for a free subscription.

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7. **IMPROVISE & ADAPT:** Budget time and review goals and assess learnings. Be sure to put updated information on your site.

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8. **Evaluate & re-establish goals:** Ask questions of co-workers, reassess goals, and set new timetables.

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Three things to look for in a partner:

**Technology - Graphics - Marketing**