

THE ARIZONA REPUBLIC

Major Ways to Lose Money when Creating Your Website!

August 12, 2009

On 7/25-7/26/09, I attended an Internet Marketing seminar conducted by Glenn Blake. He holds a Ph.D. in computer science (UC Berkeley) and recently moved to the Chandler, AZ area. For years, he has specialized in building websites for large companies and how to market online. I was able to interview him on the many ways that people lose money when creating a website:

- The first mistake is allowing the website designer to tell you what you need. You should first draw out a business plan on what your goals are for the website and draw up a budget. Decide whether you want to sell online, provide information online, or build a database of customer. Most people would say the goal should be to sell online. The truth is that a loyal, high quality database of customers is the most valuable asset.

- The 2nd mistake is failing to research what the desired website should look like. You should Google at least 25 of your closest competitors who have websites, to get an idea of the various styles. Then, you will have an idea of which style/functionality appeals to you.

- The 3rd mistake is not getting enough competitive quotes from web designers. Most websites usually state who the web designer is on the first (home or index page) of the website. Call the designers of the sites that resemble what you want and ask them how much it cost. Get quotes from at least 25 web designers.

- The 4th mistake is building too

complicated a website. Note: web designers are like graphic artists: They fall in love with design and forget how much each additional design element will cost. E.g. It's considered cool to have Flash animation, but surveys have shown that the consumer better understand your main message as fast as possible. Don't make him look at a 60-second Flash animation before he can even get to your home page. Avoid annoying pop-up windows. Keep your website short, simple, and to the point!

- A 5th mistake is hiring a web designer who does not understand search engine optimization and metatags. This is internal computer code on your website that the search engine spiders look for. If you know what they look for, such as how you name your title, subject, and keywords, you get a much higher ranking on the search engines. The Holy Grail is to be listed on the first page (top 10 listings) on all search engines. Studies have shown that 85% of the traffic gained from search engines goes to only the first 3 listings on page one. The other 15% of online traffic is split between other listings and paid ads such as Adwords and Adsense.

Conclusion: Before you spend money creating a website, do your due diligence, research pricing, and develop a business plan for your website before spending a dime. Stick to your plan and budget. Do not let someone tell you how much you need to spend; instead, tell them how much you want to spend.



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Internet Marketing Instruction: Dr. Glenn Blake is having a weekend seminar on 8/22-8/23/09 from 9 A.M.-5 P.M. at the Chandler Hilton by the Chandler Fashion Square Mall. You will learn Search Engine Optimization basics, which is crucial to your online marketing. You will learn how to market on a budget. A special objective is that your logo will be created during the weekend by Glenn's instructors. For more information, click on www.thephoenixexperiment.com or call (801) 836-3145.

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