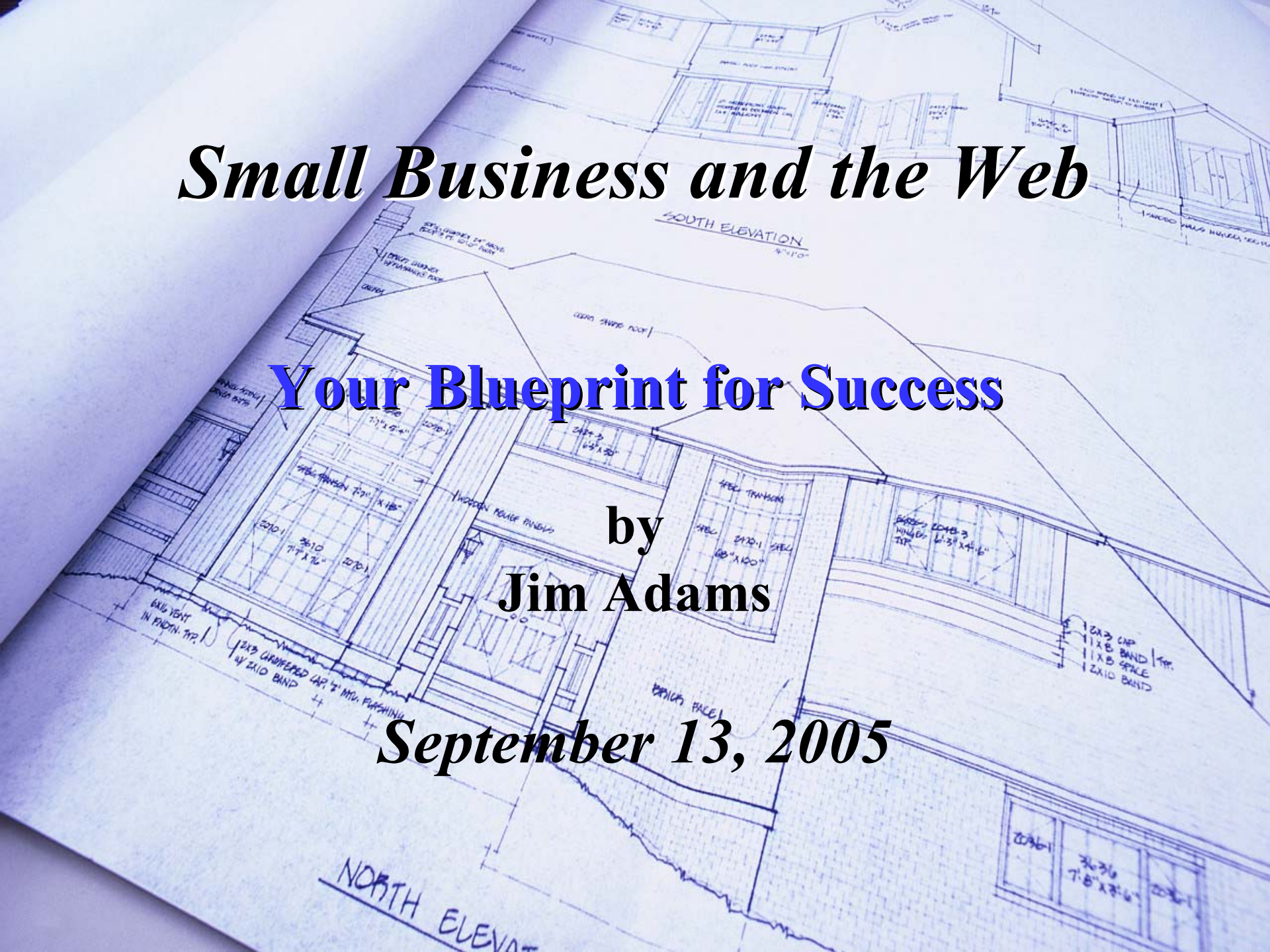


Small Business and the Web

Your Blueprint for Success

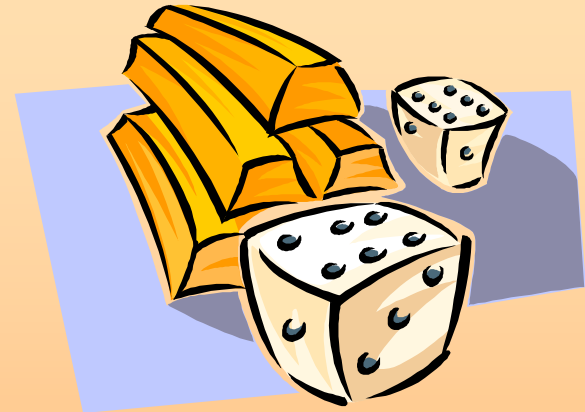
by
Jim Adams

September 13, 2005



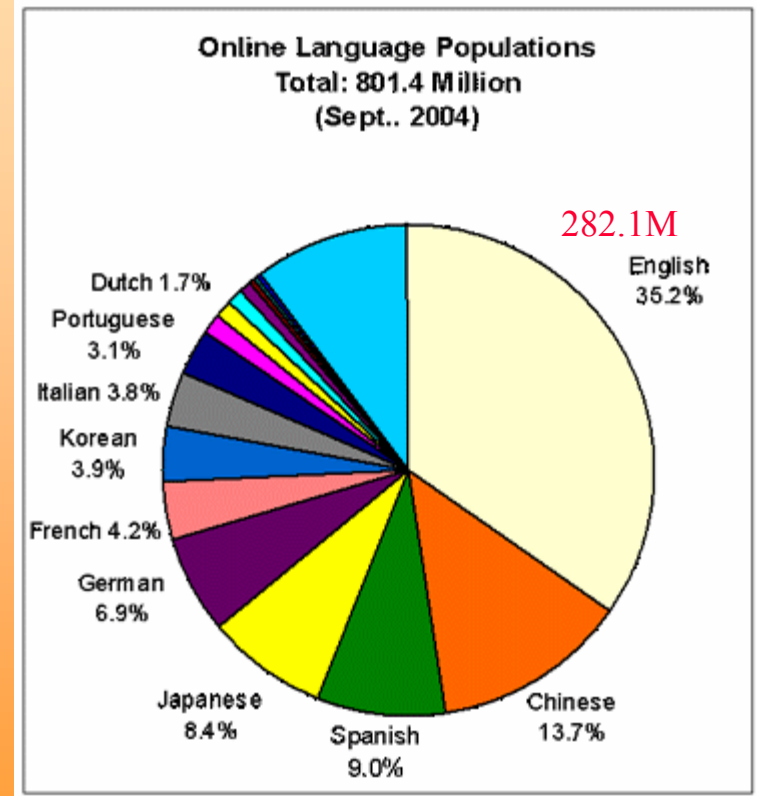
Presentation Roadmap

- **Small business and the web**
 - **Benefits, risks, some statistics**
 - **Ten values of the internet customer**
- **Developing a web presence**
 - **Strategy**
 - **The design process**
 - **ISP's. Domain names, and content**
 - **Bank interfaces**
 - **Making your site popular**
 - **The construction process**
 - **The client and server sides**
 - **W3C compliance**
 - **Browser incompatibility**
 - **The construction process**
 - **Costs**
- **Q and A**



Small Business and the Web

- **64.2 million U.S. Adults use the internet every month**
- **View artwork**
- **Listen to music**
- **Get stock quotes**
- **Research**
- **Current events**
- **Electronic mail**
- **Employment**
- **On-line courses**
- **Shop for goods and services**
- **Buy products and services...**



<http://www.internetindicators.com/facts.html>

Some Business and Commerce Facts

- **10 million networked homes in the US**
- **Small businesses who use the internet have grown 46% faster than those that do not. (American city business journals)**
- **Growth: today, 44% of north American companies are selling on-line. 36% more expect to do so next year, according to lucent technologies and the association of national advertisers**
- **Commerce: the US commerce department says that over \$172.4 billion will be spent this year with online retailers. 22% increase from last year**
- **Demographics: average family income of internet users is \$60,000-- not only are there incredible quantities of internet users ready to purchase your products and/or services, these "on-line" users are also quality prospects with above average family income and education**
- **Generation Y: 70.4 million youths in the U.S. Aged 5-22, composing approximately 26% of the whole U.S. Population**

Who's Driving Your Internet Decision

Who will drive your company's decision to proceed with internet commerce?

- **Customers**
- **Senior management**
- **Competitors**
- **IT departments**
- **Suppliers**

Source : advanced marketing research



Top Benefits of Internet Use

- **Information resource**
- **Marketing communications**
- **Internal procedure support**
- **Internal collaboration**
- **Sales tool**
- **Access customer accounts**
- **Other**

Source : advanced marketing research

Commerce and the Internet

Internet - **the great leveler**

- **Profiting from the level playing field**
- **Small business has an advantage over big business because they can react much faster and be first to market**
- **The internet acts as a facade**
- **A web-site of a small company can be as grand as a web-site of a multimillion dollar organization**
- **On-line books net millions (Amazon.Com)**

Commerce and the Internet (Continued)

- Sausage Software developed software and sold it via the Internet. Product called Hotdog.
- Started in 2000. Within 5 days 150 people were testing this new software product in 26 countries
- After 5 weeks, over 800 people were using Hotdog
- Within 5 month, 12,000 copies were sold
- First year operations: \$5.0 million
- Word of mouth on the Net.
 - One person tells 50 million people
- Large companies like Microsoft cannot react as quickly as small business on the Internet



Commerce and the Internet (Continued)

The internet allows small businesses the benefit of early arrival

- Ability to gain considerable market share
- Opportunity to develop and test profit models
- Customers are more forgiving early on
- Establishments of business alignments
- Immediate national or global presence
- Opportunity to learn while the technology is still young

Commerce and the Internet (Continued)

- **The internet is the most global, borderless, cost effective and open business application**
- **Interactions and relationships between businesses are fundamentally different on the internet**
 - *Some never meet face to face*
- **Most business applications are still unexplored with respect to the internet**
- **Easy to track customer preferences and habits using the internet**

Ten Values of the Internet Customer

Ten values of the internet customer

- **Convenience** (Amex ExpressNet)
- **Transparency** (link to other sites easily)
- **Guaranteed fulfillment** (instant gratification)
- **Security** (credit cards, personal info)
- **Education** (customers make informed decisions)
- **Personalization** (individualize your presence)
- **Pro-activity** (anticipating customer needs)
- **Timeliness** *“make them wait once and lose them forever.”*
- **Choice** (comparison shopping)
- **Interaction** (real time chat forums, technical support, sales questions)

What Can You Do With The Net?

- **General office management tasks**
 - Document sharing
- **Shipping tracking and package tracking**
- **Interfacing to distributors or manufactures**
- **Finding business resources**
 - SBA, ASBA www.asba.com
- **Employee searches and job postings**
- **Product support**
- **You can even copy your important data offsite to some other repository**
- **Reducing time to market**
 - Many industries rely on a quick & speedy market introduction
 - Software developers in particular
 - Reuter's internet news service
 - 27,000 users downloaded their news ticker in 8 weeks

What Can You Do With The Net?

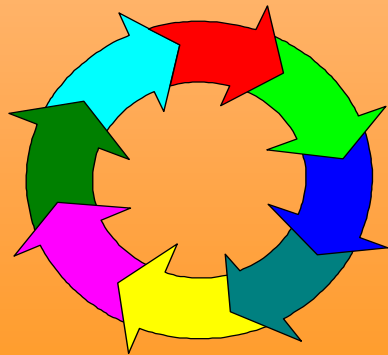
- **Educating customers on products & services**
- **What is a [FAQ](#) ?**
 - **One of the most popular methods of reducing support calls**
 - **Post-purchase training**
 - **Tips on product use**
 - **Enhances [customer satisfaction](#)**
- **Most banks are on the net**
 - **Full service banks on the internet**
 - **Current CD & bond rates**
 - **Loan rates and available services**
 - **Account and loan information**
 - **Copies of cancelled checks, credits, debits**

What Can You Do With The Net?

- **Seattle's Blume art gallery**
 - A virtual internet market place
 - 10,000 digital images of fine art and prints in their gallery
 - Customers browse in the privacy of home or office
- **Want a virtual pet?**
- **Discount air fares**
- **Charles Schwab, the list goes on and on**
- **Craig's list** <http://www.craigslist.org/about/cities.html>

Developing a Web Presence

1. **Develop a strategy**
2. **Gather information**
3. **Design the web site**
4. **Build the web site**
5. **Track the web site statistics**
6. **Modify the site to meet your customers' needs**



Preliminary Investigation
Systems Analysis
Systems Design
Systems Development
Implementation
Maintenance



Develop a Strategy

- **Embrace the internet strategically**
- **Define the purpose of building your web site**
 - **To make money**
 - **To reduce costs of doing business**
 - **To network with more people**
 - **To take advantage of the web's promotional power**
 - **To provide employee and customer services**
 - **To offer online education**
 - **To overcome physical limitations**
 - **Maybe, all the above**
- **Develop new business assumptions**
 - **Access to different markets**
 - **Agility is essential**

Develop a Strategy

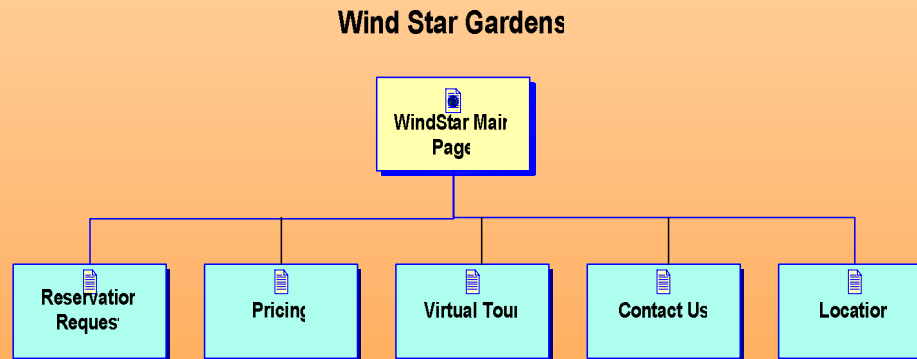
- **Plan a phased approach**
- **Explore new profit models**
 - **Banner advertising**
 - **Transaction fees or subscription fees**
 - **Selling information from guest lists**
 - **Newsletters and online coupons**
- **Target the right audience**
 - **Young, old, single, married, men, women, national, local, income**
 - **Demographics are important**

Gather Information

- **Scope out the competition**
 - **Their web site content**
 - **Links**
 - **Products and services**
 - **Promotional techniques**
 - **Strengths and weaknesses**
- **Find some web sites that you like and some that you don't like**
- **What colors and fonts do you like**
- **Do you already have company logos and graphics**
- **Search for unique, related web pages**
- **Do you want a plain or flashy web site**
- **Do you want informative or fun**
- **How much do you want to spend**
- **What is the key message you want to deliver**
- **Research and select a domain name**

Web Site Design

Do an initial web page layout on paper
Build a story board



Web Site Design

Pick a web developer

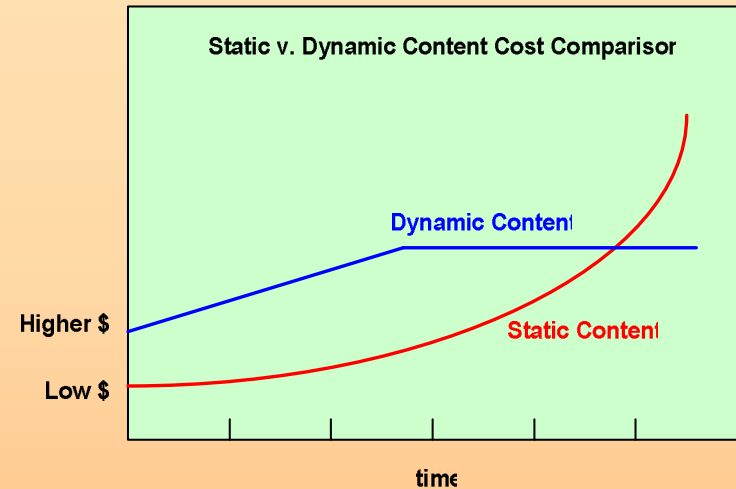
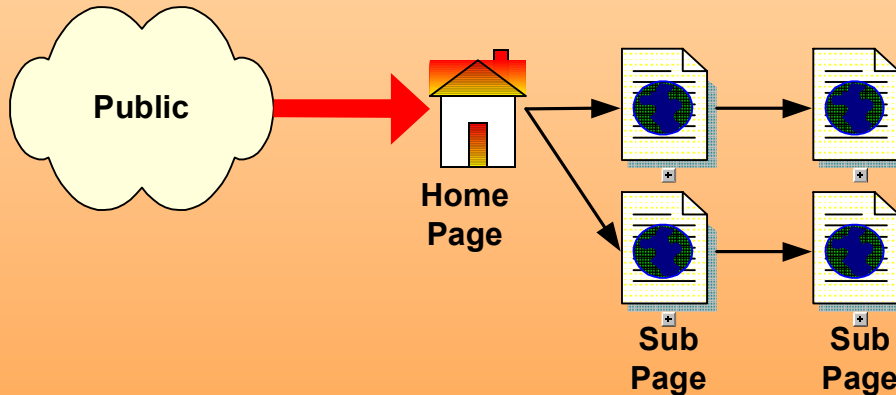
- **You want someone seasoned**
 - **Don't use the kid next door because he's cheap**
 - **They will have access to your business and banking information**
- **Flexibility**
 - **You will certainly be making changes as you go along**
- **Don't pay up front. Get the work done first, pay later**

Web Site Design

- **Insist on a statement of work (SOW) or project brief**
- **Review the web developer's reference sites**
- **Get a guarantee**
 - **How do they handle future changes, problems and enhancements**
- **Costs can vary**
 - **Some are project based**
 - **Some are retainer based**
 - **Some are monthly or hourly**
 - **Who pays the ISP and domain name costs**
 - **Bank interfaces and shopping carts can be expensive**
 - **Static content or dynamic content**

Web Site Design

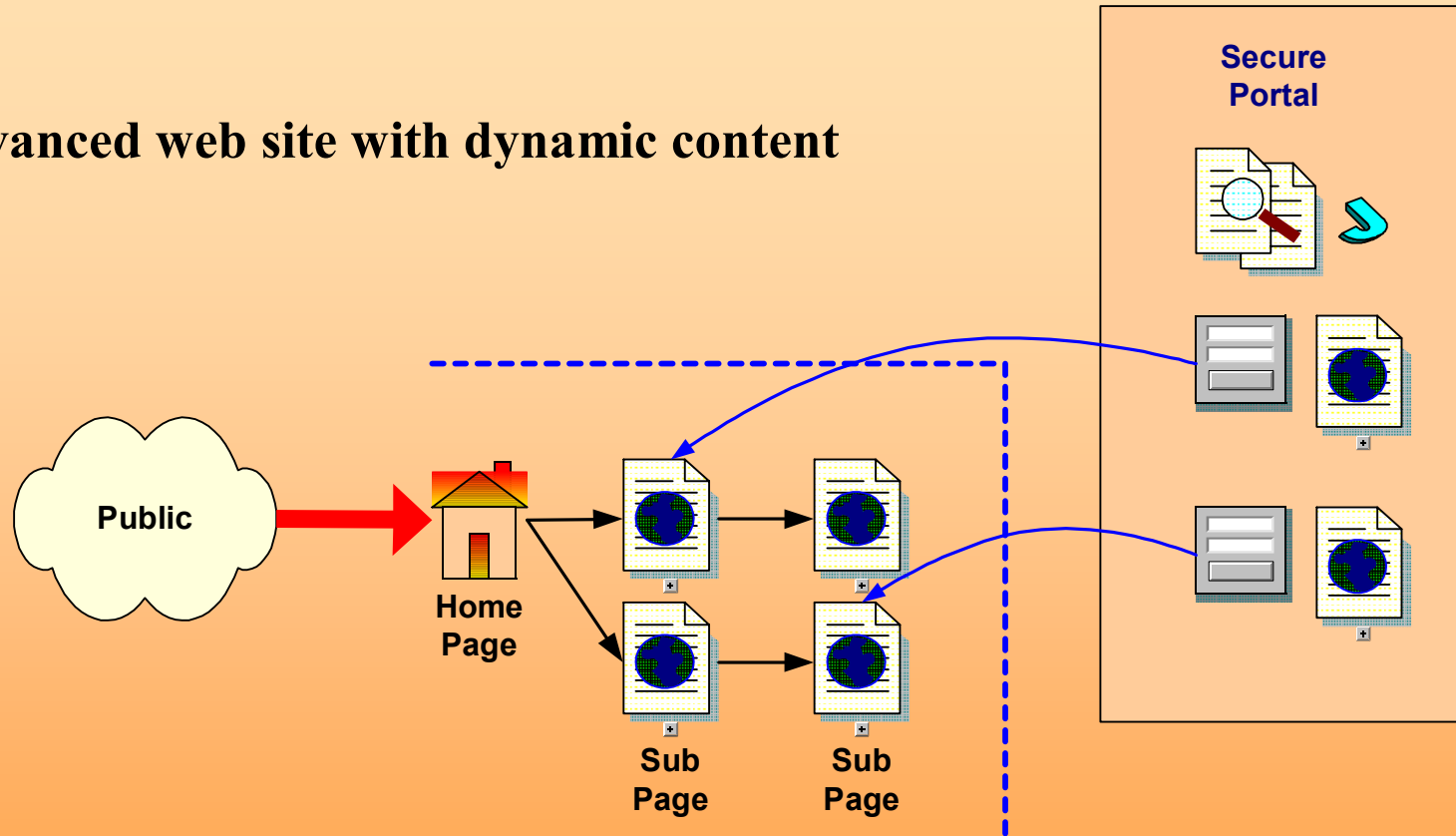
Basic web site with static content



**Build the site once and it remains unchanged or changes very little
Economical on the front-end. Expensive later to update content.**

Web Site Design

More advanced web site with dynamic content



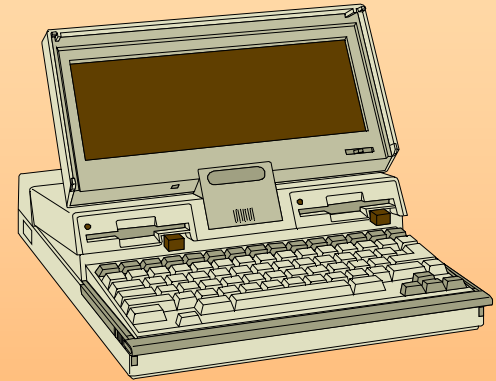
**Web Site has a way for owner, or business, to change the content
Costs more on the front-end. No cost to update content for years to come.**

Selecting a Domain Name

- You need to research available domain names
 - Keep them short and descriptive
 - Purchase several -- .Com .Net .Biz
 - Search engines love when the domain name reflects the content
 - www.books.com is more powerful than www.amazon.com
 - www.pipes.com has no connection to plumbing supplies
 - Can be purchased by you or by your web developer
 - May be less expensive to get a bundled offer for the ISP and the domain name

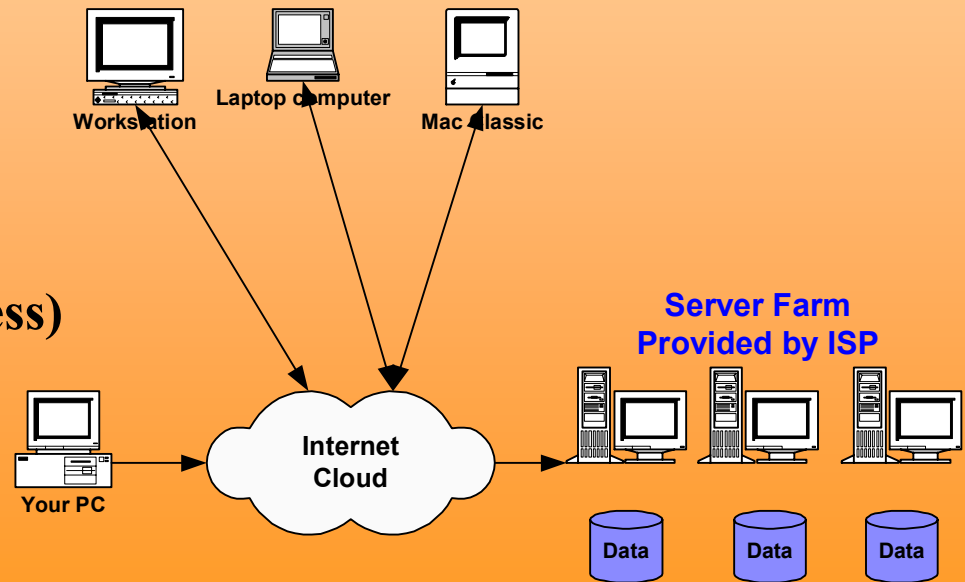
Selecting Domain Names

<u>Domain Name</u>	<u>Coverage</u>
.com	Commercial
.gov	Government
.edu	Educational
.mil	Military
.net	Network
.biz	Business
.info	Information Only
.tv	Television
.org	Organizations
.au, .uk, .us	Country



Selecting an ISP

- **Internet Service Provider (ISP)**
- **Hundreds to choose from**
- **What to look for:**
 - **Expandability**
 - **Cost**
 - **Functionality**
 - **Languages (JAVA, PHP, PERL)**
 - **Email accounts**
 - **FTP ability**
 - **Unix or windows based**
- **Some recommendations**
 - **Go daddy.Com (local business)**
 - **Aplus.Net**
 - **Netfronts**



Browser Statistics

- Browser distribution statistics
- Internet Explorer, Firefox, Netscape, Opera, Mozilla
- Internet Explorer is now 68.4%. Was 84.9% in 2003
- Firefox is hot today with 19.7%
- Huge differences between browsers
- Sites MUST be W3C compliant



Browser Statistics Month by Month

2005	IE 6	IE 5	O 7	Ffox	Moz	O 8	NN 7
July	67.0%	6.7%	0.4%	19.7%	2.6%	0.8%	0.5%
June	65.0%	6.8%	0.5%	20.7%	2.9%	0.7%	0.6%
May	64.8%	6.8%	0.6%	21.0%	3.1%	0.7%	0.7%
April	63.5%	7.9%	1.0%	20.9%	3.1%	0.4%	0.9%
March	63.6%	8.9%	1.6%	18.9%	3.3%	0.3%	1.0%
February	63.9%	9.5%	1.7%	17.9%	3.3%		1.0%
January	64.8%	9.7%	1.9%	16.6%	3.4%		1.1%
2004	IE 6	IE 5	O 7	Moz	NN3	NN 4	NN 7
December	65.5%	9.9%	1.8%	17.0%	0.2%	0.2%	1.2%
November	66.0%	10.2%	1.6%	16.5%	0.2%	0.3%	1.2%
October	67.3%	10.8%	1.6%	14.7%	0.3%	0.3%	1.3%
September	67.8%	11.2%	1.7%	13.7%	0.3%	0.3%	1.4%
August	67.0%	13.0%	1.6%	12.7%	0.4%	0.4%	1.4%
July	67.2%	13.2%	1.6%	12.6%	0.4%	0.4%	1.4%
June	67.6%	13.2%	1.6%	12.2%	0.5%	0.4%	1.4%
May	68.1%	13.8%	1.6%	9.5%	0.6%	0.4%	1.4%
April	68.2%	14.0%	1.4%	8.5%	0.8%	0.6%	1.4%
March	68.2%	14.6%	1.4%	7.9%	0.8%	0.6%	1.4%
February	68.3%	15.2%	1.5%	7.3%	0.6%	0.4%	1.5%
January	68.9%	15.8%	1.5%	5.5%	0.4%	0.5%	1.5%

Source:

http://www.w3schools.com/browsers/browsers_stats.asp

W3C Compliance

- **W3C is a WWW Consortium**
- **They develop standards for the Internet**
- **Developed XHTML, XML and CSS standards**
- **Make sure your web developer conforms to W3C standards**
- **Being W3C Compliant**
 - **Ensures cross-browser support and compatibility**
 - **Ensures JavaScript runs properly**
 - **Ensures better security**
 - **Ensures pages display properly**
 - **Ensure search engine optimization**



The Search Engines

- Search engines are sophisticated
- Can't spoof them anymore
- Your page content **MUST** reflect your products and services
- Keywords, meta tags, special XHTML tags
- The vast majority of people are searching for non business items
- Beware of consultants that claim they can boost your web-site hits
- Google ad-words is good. Pay by the hit.
- *The bottom line.* You still have to have something people want...

1 sex	273746	0.09%
2 paris hilton	182565	0.06%
3 google	127182	0.04%
4	126015	0.04%
5 games	122805	0.04%
6 playstation 2 cheats	105342	0.03%
7	103953	0.03%
8 yahoo	103037	0.03%
9 poetry	99873	0.03%
10 funny jokes	97411	0.03%
11 ebay	97262	0.03%
12 carmen electra	86746	0.03%
13 jenna jameson	85693	0.03%
14 tattoos	83687	0.03%
15 89.com	81652	0.03%
16 girls	81534	0.03%
17 games cheat	79867	0.03%
18	79598	0.03%
19	78392	0.03%
20 mapquest	76013	0.03%
21 britney spears	72216	0.02%
22 jessica simpson	72213	0.02%
23 music lyrics	71222	0.02%
24 pamela anderson	70563	0.02%
25 dogs	70489	0.02%

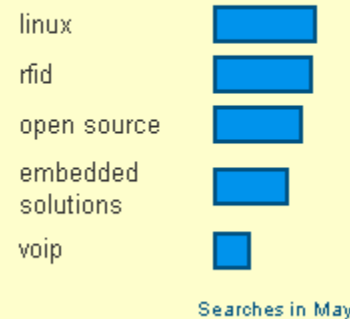
Popular Newsmakers

May 2005

1. [janet jackson](#)
2. [camilo mejia](#)
3. [dave chappelle](#)
4. [michael jackson](#)
5. [brad pitt](#)

Popular Tech Terms

May 2005



Top 10 Gaining Queries

Week of July 18, 2005

1. [british open](#)
2. [hurricane emily](#)
3. [harry potter](#)
4. [mariah carey](#)
5. [charlie and the chocolate factory](#)
6. [cameron diaz](#)
7. [eminem](#)
8. [wedding crashers](#)
9. [johnny depp](#)
10. [jesse james](#)

Key Point

- **Key point**
 - **The more flashy and graphics intense the page is the slower it loads**
 - **Drives away clients**
 - **Younger generation demands flash graphics, though**
 - **The more textual content your site has the more search engines can harvest your site**
 - **Most business sites, do not need flash graphics**
- **You need to cater to your market**
 - **Dial up v. Cable modem**
 - **Young v. Old**
 - **X generation v. Baby boomer v. Generation Y**

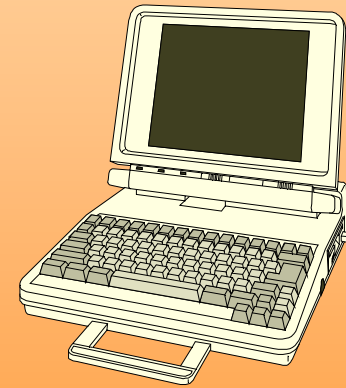
What Does All This Cost?

- **Good News. It's Not As Expensive As You Think**
 - **Domain Names** \$13 per year, per name
 - **ISP** \$130 per year
 - **Web Developer** \$35 to \$50 per hour
 - **Web Page Costs** \$200 per page
 - **Bank Interface** \$300 per year, 10 cents per transaction
 - **Shopping Carts** \$500 to customize. \$200 to buy.
 - **Average cost** \$1,200 to \$1,600 for a small business site
- **Most ISP's take monthly payments**
- **It's more economical to buy several years at once, though**
 - **\$15.95 per month or \$130 per year or \$220 for two years, etc**
- **Domain names are less expensive for multiple years, too**
 - **\$12.95 per year, \$19.95 for two years, \$49.95 for 5 years, etc**



Internet Risks and Challenges

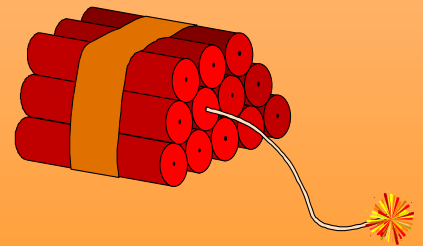
- **Size can be intimidating**
- **Browsers are all different**
- **Huge volume of information**
- **Being placed on an email black list**
- **Viruses**
- **Spam**
- **Phishing Schemes**
- **Controversial**
 - **Pornography**
 - **Bomb Making Plans**
 - **Questionable Material**
 - **Inaccurate Information**



Internet Risks and Challenges

Some business risks that may impede your small business success.

- **Avoid paralysis by analysis. Keep it simple....**
- **Lack of trust in the virtual world**
- **Immature Internet software and hardware**
- **Security Issues**
- **Bad first impressions**
- **Legal issues, copyright issues**
- **Technology infrastructure limitations**
- **Underestimating project costs**



Putting It All Together

10-Step Blueprint for Success

1. Develop a Plan
2. Pick Your Domain Name (s)
3. Basic Design of the Web Site
4. Select A Web Developer
5. Select an ISP
6. Finalize the Design
7. Construct the Pages. Build Bank Interface
8. Upload the Pages to the ISP Servers
9. Monitor Activity and Transactions
10. Adjust Keywords and Key Phrases

**Plan The Work.
Work The Plan.**



Resources Used In This Presentation

1. [The Internet For Office Professionals](#): by H. Albert Napier & Philip J. Judd, 1997
2. [Using HTML, JAVA and CGI](#): by Eric Ladd & Jim O'Donnell
3. [Corporate Internet Planning Guide](#): by Richard J. Gascoyne
4. [101 Ways to Boost Your Web Traffic](#): by Thomas Wong
5. Internet Economy Indicators:
<http://www.internetindicators.com/facts.html>
6. http://www.w3schools.com/browsers/browsers_stats.asp
7. Advanced Marketing Research
8. www.asba.com
9. www.softwaredynamix.com
10. www.aplus.net
11. www.godaddy.com
12. American City Business Journals
13. Association of National Advertisers
14. [The E-Myth](#): by Michael E. Gerber

There You Have It

Summary

- **Accessing the Internet**
- **Internet Domain Names**
- **Commerce and The Internet**
- **Internet Benefits and Risks**
- **Who's Driving Internet Decisions**
- **Who's Using The Internet**
- **The Best Way to Build a Web Presence**
- *10 Step **Blueprint for Success***

Questions and Feedback . . .

Contact me for more information

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- **1-888-488-JAVA**
- **jimadams@softwaredynamix.com**

