

Website

planning
an overview

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Some Important Issues

- **A website would means nothing without traffic.**
- **The web-traffic depend on its marketing acts.**
- **A website couldn't create and result a business by itself, independently.**



Main Focus on Web-strategy

- **Focus on selected markets.**
- **Focus on selected target market needs and selected website offerings.**
- **Focus on the company or website strengths.**



Competitive Website Issues

- **Speed of page access loading**
- **Fresh or up-to-date content details**
- **Leverage marketing,- link-share**
- **Navigation efficiency**
- **Trust**



Answering the Web-marketing Myths

- A website without traffic has no concrete business objectives and missions.
- A website couldn't automatically brings its own traffic.
- A website needs marketing acts.
- The web-plan must be comprehensive, start from marketing, financial plan, until their business orientations.



Website Business Models

- **Portfolio Site.-** just like a business card on web.
- **Basic Commerce Site.-** selling on web.
- **Content Model.-** sponsors would pay those free content on your site.
- **Community site.-** sponsors would pay you to put their banners on your community site.

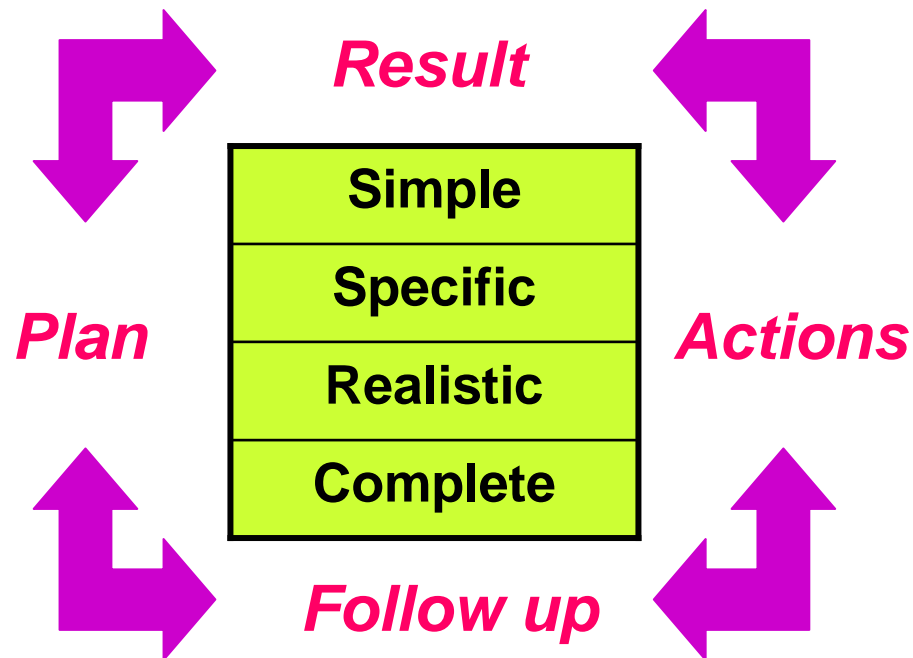


Website Positioning

- For who?
- What kind of website?
- What are the features and benefits offered?
- Who are your main competitors?
- How can we differ from them?
- What kinds of added value that we could give to our customers?



Implementation of Planning



**matur banyak
tengkyu gozaimasu**

