

Title:

Explaining Your Product or Service to Online Customers

Word Count:

595

Summary:

This is Part 3 of our article series on website

development in which we discuss explaining your product or service to potential customers quickly

Keywords:

website development, customer service, customer

Article Body:

In The Beginning...For Webmasters Things To Consider When Developing A Website (Part 3) - How

Previously in this series on website development, we've

talked about selecting one message or theme to be

communicated to your customer as a means of defining your website, and considering the customer's

Let's ask this question. When you're surfing the 'net, how

long do you want it to take at any particular website for you to figure out if the website has

Some webmasters attempt to accomplish this objective by using a lot of "bells and whistles", for

And there's nothing inherently wrong with any of those methods, unless the purpose of your website

Your objective then, is to get your customer's attention and communicate to him simply and quickly

"Who" explains who you are or who your company is. This gives you an opportunity to demonstrate

customer's interest or concern. "What" explains your product or service, and provides you with

By answering the above questions, you can completely but briefly give your customer enough information

Another thing that's important to remember when introducing your product or service, is to communicate

Keep things simple, concise and uncomplicated. If you choose to use humor or wit, that's great

Next: How can the customer be guided to buy/buy now?

See you next time!

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