

Title:

10 Tips For Web Success

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Summary:

The webmaster's biggest job is to get their traffic up and keep customers/visitors coming back

(1) The internet is a new medium.

At least compared to print, it is. A...

Keywords:

web, success, internet, webmaster, money, making

Article Body:

The webmaster's biggest job is to get their traffic up and keep customers/visitors coming back

(1) The internet is a new medium.

At least compared to print, it is. A website is a waste if it simply re-hashes something which

(2) Treat the Customer's Time as Valuable.

When a person visits your website, you have their attention for that point in time. You either

(3) Design the site for customers, not the company.

Your site needs to satisfy the needs of customers, not the company. So, don't post content which

(4) Involve the Visitor.

Keep the visitor involved and make them feel like a valuable contributor. Actively ask for the

(5) Keep it Current.

You need to have content on your website which is timely and relevant to the customer's life.

(6) Pay Attention to Form/Design.

Some sites simply over-do it on the eye-candy. Big graphics just for the sake of graphics ofte

(7) Promote.

When a visitor communicates to you via email, it is best to use a web form. not only will this

(8) Don't Operate in a Cocoon.

The internet is a medium which is shared by millions. When you set up your website, don't oper

(9) Have a Plan to Attract Repeat Traffic.

Use newsletters, out-going email, contests, forums, clubs, auctions - anything that will cause

(10) Track Your Visitors

Pay attention to your site's statistics and react accordingly. What are people reading? How an

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