Title:
A Good Web Site Is a Web Site That Works!

Word Count:
799

Summary:
Questions that will let you know if your site is a good one

Keywords:
web site, good web site, marketing, internet marketing, home business

Article Body:
How can you know if your web site is a good website, or what is a good website?

A good website is a website that works, if you have created your website to sell some products

* But are you selling as many products as a good website sells, or you are only selling a f
* Are your sales pages good enouth to consider your website a good website?
* Do you have enough visitors to your website to consider it a good website?
* Do you have enough return traffic or all your visitors are first time visitors?
* Do your visitors stay enough time to consider your website a good website?
* How can you know for sure if your website is a good website?
* What kind of questions should you be making to yourself to know if your webite is a good

ASK YOURSELF THE FOLLOWING QUESTIONS TO KNOW IF YOUR WEBSITE IS A GOOD WEBSITE

* Who cares?
* What are you looking for?
* What kind of visitors do you have?
* Which is your priority?
* How should you mesure your success?

WHO CARES?

If the website belongs to a company, then the web pages don´t belong to a single person, there

You will find the techno-geeks, the sales people, the public relations people, etc. etc. and e

But once again as the website belongs to ALL the company, the people on your company who care

WHAT ARE YOU LOOKING FOR?

Every one of the people who cares about the website will have their own idea of what they want

Every department can have their own objetives, goals and aspirations, every one has his own id

WHAT KIND OF VISITORS DO YOU HAVE?

Every website has first time visitors, returning visitors, curious, buyers, people that arrive

What kind of visitors do you want, the ones that show more often, the ones that read the most

Which are the most important visitors for your company, to think that you have a good website?

Once you get them you can be satisfied that your site is a good website

WHICH IS YOUR PRIORITY?

Once you know what everybody wants, you will have to prioritize everybody´s goals.

Will you go after increasing visits, selling more products per visit, provide more information

After a discussion that will depend on how many people is giving their own opinion about what

 HOW SHOULD YOU MESURE YOUR SUCCESS?

How can you be sure that the numbers that you are getting are telling you that your site is a

   * If your main priority is to get visitors, then www.Alexa.com and it´s ranking can help yo
   * If your main goal is revenue then the sales will have the leading voice.
   * If you are going after customer satisfaction then you must agree with the other members o

All the information that you gather must help you take business decisions. It´s not a matter o

Make sure that you keep on measuring your success, make it part of a constant improvement proc

Then you´ll really be able to tell if your website is a good website

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