

# **Small Business WEBSITE**



# **Self Evaluation GUIDE**

**Revolutionize How Your  
Website Works for Your Business**

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# Small Business Website Self-Evaluation Guide

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The Small Business Website Self-Evaluation Guide  
"A WebAbilities Checkup"  
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# Small Business Website Self-Evaluation Guide

## ***"A WebAbilities Checkup"***

The following ten "webabilities" are not necessarily listed in order of importance, — they ALL need to be incorporated into your website. You may grade your own website, or ask someone else to grade it for you, or both.

This guide is neither exhaustive nor complete, but if you will take the steps to ensure that each of these ten "webabilities" are working on your website, then your website will be working better for you!

### **1. Is Your Website VALUABLE?**

That is, does your website offer real value to your current clients and potential clients that visit your website? It is important to remember the origin of the world wide web. It was first an information portal before it developed into the e-commerce giant that it is today.

The exponential growth of the internet owes its exponential growth to the age, "the information age" that we live in. It was the **convenience and free access to information** that launched it, and the desire for free, valuable information still permeates the market.

**First Value Point—It is important that your website is not static.** You should change it as often as you want your clients to revisit it, monthly would be a minimum. If your website is not important enough to you to change it at least once per month, you need to reevaluate how and why you are marketing on the web. If you are going to say, no one ever comes back to it again anyway, you have just answered why. You didn't expect them to!

Be sure that you don't give them a reason to NOT BOOKMARK your website, and a changeless website loses value to brows-

ers. You need to give your browsers a reason to come back!

You want to continue to sell to your clients, knowing that the very best person to sell something to is someone who just bought something from you.

It is easier to “resell” and existing customer than to collect a new client.

***There is a universally accepted principle in sales: the more you give away, the more you will sell.***

Here are a five examples that demonstrate how it works:

**Example Number 1:** One of the things that my company does is provide the absolute best website hosting and service solution available today for small business owners, — the value is there, but my success in selling it is largely due to the acceptance of the stated principle above.

**We GIVE** all of our pajezy.com website hosting clients professional domain name management FREE when they host with us. (We charge \$50 per year for this otherwise). This enables them to ignore any and all scams that they might receive regarding their domains. We keep them locked down—our clients (many “not so computer sophisticated or internet savvy”) are prime targets for the plethora of domain name scams running about today.

**We GIVE** free information to them that really helps them, like this booklet (and many others) that teaches them how to effectively market online and in other media, along with other free marketing techniques.

**We GIVE** information like what you are reading FREE. I know that this little booklet will help you, because it is created from my own personal experiences as a small business owner doing business on the web just like you will, — ten years of practical experience that can save you a lot of time.

*The truth is, I want you to succeed regardless of whether or not you do business with me, because I love you, because I love people. I love people because I am a follower of Jesus*

Christ and His Holy Spirit loves people through me. (ALL true disciples of Jesus have this in them, and it comes from God so I am not bragging, I am just explaining how I can give something away to someone who may never buy anything from me.

**We GIVE** free and unlimited phone tech support to all of our pajezy.com customers. If they are using our web-based software, tech support is FREE and unlimited. That is a REAL value.

**Example Number 2:** I have occupied several vocations over the years, including restaurant management, graphic artist, print shop production manager, sheet-fed press operator, bivocational pastor, and small business owner.

Since I have graphic arts skills, I have done hundreds of design jobs for all types of print media, and I used to own my own print shop, too.

If someone buys a website construction project from us, we will give them some print media FREE. We really don't have to do this to get the sale, but it makes it easier to close sales because people like value and like getting things free.

We will charge them for the design or setup and then give them 500 or 1,000 or more business cards, rack cards and/or brochures FREE.

I have printing power partners that do my printing for me now and I buy it from them, but give it to my customers. They will usually come back for more later, and I can make some more money on an additional sale (and so does my printing power partner).

I also have websites that sell business cards and rack cards and I GIVE away tips on those about setting up nice, professional business cards and rack cards, and provide downloadable templates for them. (They can use these regardless of whether or not they purchase from me ... )

Giving something to people will usually generate some gratitude that will eventually come back to you.

**Example Number 3:** My company (PROSBO) also operates a call center for small business owners. Here we give away phone etiquette tips and offer FREE print media for them with a call center service contract, too.

**Example Number 4:** Another enterprise of mine is a website that helps individuals sell their property online themselves. On this site, we give away an article on "curb appeal". This gives them tips on making a better first impression for prospective buyers. They can have this regardless of whether or not they do business with me.

**Example Number 5:** A new client of mine (as I write this, we are in the process of developing his site and marketing strategy) is selling investment strategies online. The site will have a monthly membership fee. Browsers will be able to get very valuable FREE information from the site, and special reports without purchasing membership, but the really smart ones will be buying...

**Second Value Point— Offer something of value to browsers free.** Make sure it has real value but require their contact information to get it, and the less contact information you require, the greater the response will be. Americans are really keen on privacy. ***They will be willing to give you more information once you have earned their trust.***

**Third Value Point— Offer special values—"free gift with purchase".** But you say, "I sell a product, not information or service, I can't afford to give something away — it actually costs me something!

WRONG! Small Business Owner, learn a little lesson from big business! — Here's an example that comes into clear and full view — EVERY MONTH I receive a CONTACT from several different office supply stores, offering me something FREE, along with a minimum required purchase. — You don't think you can do this?

***The more you give away, the more you will sell.***

All traditional business owners make money in two ways: margins and volume, and you need both. Giving things away

results in more volume! There are very few industries that can make it on just margin alone!

Do you know why smart salespeople give so much away? Because it enables them to close more sales! Just count it as an advertising expense. It is NEVER free to sell anything, it is going to cost you something. Do you want to sell ten or do you want to sell fifty? Giving something away WITH a sale is EASY. Just find the right thing. It can be anything that your client would like to have.

It could easily make the difference between them buying from you or from another supplier.

Here's an example from my print shop management past, it sounds crazy, but it is true.

There is a smart printing ink manufacturer in the good old USA. That manufacturer is called GANS Ink. Gans always delivers its ink WITH DIFFERENT FLAVORED TOOTSIE ROLLS. Big deal?

Did you know that most print shop owners let their PRESSMEN decide what ink they are going to use. I have talked to numerous pressmen over the past two decades that will readily admit "they prefer Gans Ink." Why? Gans gives them tootsie roils!

*Give something away*, and give your clients a reason to come back to your website—*make your website valuable* to your clients.

How VALUABLE is your website? **Grade it!**

1  2  3  4  5  6  7  8  9  10

## 2. Is Your Website DEPENDABLE?

This relates to something more technical, which I will divide into just three short questions.

***Is your website current?*** If it is outdated either in its appearance, the copyright (usually at the bottom of the page) or

the “last updated” statement that appears on some websites, you are going to be penalized regarding your website’s dependability.

***Does your website load quickly?*** If it is slow to load, you may have a server dependability issue, and if so, it is only your fault for buying cheap webhosting or buying webhosting from someone that either does not know what they are doing or they have overloaded the server.

A server can host from one (dedicated server) to several thousand websites, and webhosting servers can also perform other tasks, like running software and email management. These programs can bog the server down and either make it very slow to dispense WebPages or cause it to crash.

A slow loading website could also be the graphic designer’s problem, which may be you. On a website, you can take a 10 meg image (which is very large for the web) and tell it to display the image at 1 pixel square—not even visible. Regardless, the server will be trying to download a 10 meg file.

This is why we build pajezy.com with an “image generator.” We have a program embedded in pajezy.com that accepts the large digital image uploads and resizes them on the fly into a thumbnail image and three other good sizes for the web. This puts an end to a potential user error.

***What is your web hosting servers “uptime” like?*** If you are discovering that your website is not visible with any frequency, you need to move to a new hosting service.

All web hosting servers can crash or suffer some slowness and need to have particular services restarted or even the whole server (computer) to be rebooted, but if you are seeing this a lot, there is no excuse for it.

If you get clients calling you because “your site is down” and it really is, then you need to do some shopping for a new website hosting provider.

Your website may appear to be down, however, when the server is up. When you are viewing your website, it is not like

looking at a document on your own computer. Between your computer and the web hosting server are lots of electronic devices that can fail (burn up and need replacing). It may not be the server at all.

You can check your website with a service like alertra.com. Just go there and pop in your domain name and wait on the results. It will display your website's visibility from several main datacenters all over the world - it is the world wide web, after all.

If your website can be "seen" from any of those points, then your website hosting server is up.

This is why we house our website hosting servers in large, reliable datacenters, — to maximize the uptime and worldwide visibility of our client's websites.

Sometimes, your website can appear to be down because of DNS propagation issues. If your site is being moved to a new server or DNS services are being changed, the service can be spotty from 2 hours to even 2 days in some places. Every component on the web that transfers data has a TTL (time to live) and when that time refreshes, the DNS records are updated for that particular device.

So, before you accuse outright, check a service like alertra.com.

How DEPENDABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

### **3. Is Your Website USABLE?**

***Does your website conform to common conventions?***

#### ***1) Navigation.***

Your navigation should be on the top or side (usually left) and be in the same place on every page.

#### ***2) Pages.***

You should have at least these pages: home page, about page, privacy policy page, frequently asked questions page, and a sitemap page if you have a larger site.

### **3) Links.**

Internal links (those that link to other pages on your website) should open in the same browser window. Otherwise, the "back" button will not work for them to reverse navigate, which is the way LOTS of people go back!

External links (those that link to other websites) should open in a new browser window. This way, your website will still be open on in a browser window beneath (or a previous tab for newer browsers). You WANT THEM to be able to get back to your website, don't you?

### **4) Security.**

You should at least have a privacy policy and if you accept credit cards on your own domain, you had better have a security certificate for your domain installed on your website. This has to be done at the server root level by a server administrator.

Does your site download quickly? Test it! About 50% of the country is still using dialup and some broadband services are not much better.

You are going to have just a few seconds at most to grab attention, and a slow loading website is not going to help you. Be sure that your main page loads fast.

Next time you have the opportunity to view your website (or call someone and ask them to time it for you) from a dialup connection, do so. You may need to re-optimize your images so your pages load faster. You'll need to find a happy medium between the visual quality of your images and the speed at which they load.

How USABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

## **4. Is Your Website BELIEVABLE?**

### ***You should generally avoid sensationalism.***

Sensational claims! MLM scams. Using sensational claims will typically generate immediate suspicion for all those except the most gullible — even if the claims are true!

Even if you've got the best thing going on planet earth, you should tone down any claims that sound sensational in order to become more believable, or the truth may never have a chance to be exposed.

### ***Use plenty of testimonials.***

You can't have too many of these, and the more personal they are, the better. Put them on your page, and if they have a real photo and a real name live in a real place, people might even think they are real.

Even better is to get your best referrals to write an article about you on their own websites and link out to them!

You don't have to display ALL of them on the page, but put a couple on the page and provide a link for browsers to see more.

### ***Links to other credible businesses.***

Every business needs "power partners." Power partners are businesses that can naturally and effectively reciprocate referrals to one another.

These should be on your "links" or "partners" page. "Partners" is often used on the web in a generic sense (not the legal form) to refer to other businesses that recommend you, and you recommend them.

If you have links to each other's websites, then you should also be referring business regularly to each other personally.

### ***Post your privacy policy.***

Most online merchant account providers will not even do business with you if you don't have a privacy policy posted on your website. Why? They don't want to be associated with businesses that refuse to disclose their privacy policies for both ethical and legal reasons.

***Post your returns policy?***

What does the consumer do if they are dissatisfied with your product or service? Let them know what steps to take if they are dissatisfied.

Everyone blows it sometimes. Be sure to make it right when you blow it, and post your returns policy.

***Do you need a security certificate?***

If you are collecting credit card information on your own domain, you need a security certificate, and maybe if you don't.

Security certificates have differing levels of validation and serve two purposes:

1) To confirm for the consumer that the website actually represents a genuine business entity.

2) To encrypt private information (such as credit card numbers) on the website. Websites can be compromised, and encryption of personal data is a identity theft protection mechanism when there has been a data breach.

***Have a good "About Page".***

Ordinarily, there should be at least a brief paragraph and a small image on your home page that links out to this page, in addition to the link being found in the main navigational hierarchy of your website.

The number 1 element that sways buying decisions is consumer confidence, and it is nigh impossible to create consumer confidence when a consumer can't see you and learn about you. They need to first decide if they can **TRUST** you before they buy from you. A good about page will help.

**List your affiliations.**

Are you a member of your local chamber of commerce or other business groups? List them. Are you a member of other service clubs or not for profit organizations? List them.

**List your credentials and certifications.**

Even though this is precisely the OPPOSITE place to start when first introducing yourself to a new prospective client, they need to get there eventually.

You grab their attention telling them how you can solve their problems, but then have to convince them that you can. Your credentials and certifications help to validate that you are an expert in your vocation.

How BELIEVABLE is your website? **Grade it!**

   1      2      3      4      5      6      7      8      9      10

**5. Is Your Website FINDABLE?**

- Your domain name(s).

You should have a domain name that clearly identifies the name of your business, one that matches your business name. It is the ULTIMATE if it is available in a .com, but any TLD extension will do if it is not.

The protocols for .net and .org have never actually been followed or enforced, but you'll not get a .gov or .edu. So, even though there were specific designs for .net and .org, you can use them if they are available. As a matter of fact, you should get the .com, .net and .org for your business if you can, just to ensure that people find you by your domain name. (Your web hosting provider can park any number of domains to the same web hosting account, so all of them can work for the same website)

If your business name and therefore domain name is long, it will provide an additional convenience for people if you

will get an "easy to type" abbreviated name for them. We probably host multiple domain names for 25% of our clients for this reason.

- Print media advertising.

The number one reason that every small business owner should have an affordable and effective website presence is that a website can EXTEND every other form of marketing that you do.

Your business cards, brochures, newspaper advertising, other print publications and phone book ads should ALWAYS include your website domain name in clear type.

Again, if you have a long business name (and therefore a long domain name) and abbreviated version is a very friendly, convenient thing to do for your clients. Do you want them to have to try and type in your domain name several times? They will often "miss" and think your website doesn't work or land on a competitor's site instead.

### ***Do you really want that to happen?***

Let's suppose your business name is "DeLaCallis Pizza and Pasta Palace." Should you get this domain?

**delacallispizzaandpastapalace.com? Yes.** I really think you should, because that is the name of your business, and you should own the exact domain name in the .com extension if at all possible.

But I would not publish it in any print media! I would also get something like this: dpapp.com. I would use that in all of my print media and have my website host point the abbreviated domain to the same account as "delacallispizzaandpastapalace.com", and PRESTO, either domain gets you to the exact same website.

If your domain is sort of long but not so hard to type, use proper case in the type in print media, like this example:

John owns a marine repair shop, and the name of the shop is "Johns Marine Repair". Publish the domain in print like

this: [www.JohnsMarineRepair.com](http://www.JohnsMarineRepair.com).

Note: domain names and email addresses are NOT case sensitive as many people suppose, however, if an email address is used as a login ID (as they most often are today), then it WILL be case sensitive. Why? Because in this particular application it is NOT really an email address, it is a LOGIN ID, and Login ID's and Passwords are ALWAYS case sensitive.

- Audio Advertising.

Should you list your website's domain name in audio?

**YES!** Abbreviated domains may be helpful here as well. In an audio ad, it should be repeated multiple times, especially if you want them to visit your website for more information.

Did you know that the younger and now aging population (born about 1975 or after) are more likely to use the web than a phone book, which brings us to another little tidbit — the second reason that every small business owner needs an effective and affordable website presence today is that more and more people use search engines like we used to use phone books!

- Video Advertising.

Same song, second verse to that above, but it doesn't hurt to have your website's domain name display at the end of the video, and if you can, have the link at the end of the video be clickable to get to your website (unless the video is being run on your own site).

- Directories.

It is worth the money to pay for indexing in some directories, and many business affiliation groups will list your website with a clickable link in their directory as a part of the membership fee.

If you are considering advertising in a directory, ask for a report of unique visitors and be sure and evaluate how

closely the directory's demographics match your potential client base.

- Search Engines.

This is most difficult. Some less sophisticated users of the internet use search engines to type in domain names, which is not the purpose of a search engine, of course.

I am continually amazed to consult with small business owners regularly to insist that their website is on the very top of the search engines, when they are simply typing in their domain name.

This is really what the address window on your internet browsing program is for! You can just type the correct domain directly into the browser without using a search engine, but there are many people that actually don't know or do this.

No search engine should miss this! But they sometimes do. If your website is new, it depends upon when the search engine sends a "spider" that "crawls the server" that hosts your site as to when that search engine will yield results to browsers that type in your domain name.

But the real nature of search engines is to help people find your business when they don't know you or your business.

In the example listed previously about "DeLaCallis Pizza and Pasta Palace", I've got a bit of news for you. Anyone who is looking to order a special pizza and just types "pizza" into the search engine is truly ignorant.

Let us place "DeLaCallis Pizza and Pasta Palace" in the city of Seattle, Washington. (If there is such a business anywhere on planet earth, I am unaware of it, I just made it up).

A resident of Seattle may want to try some new pizza place that they don't know of, and so they would type in "Seattle Pizza Parlor", or "Best Pizza in Seattle" or "Seattle Gourmet Pizza" maybe. In such a case, Mr. DeLaCallis

needs to have pages on his website that has those key-words on them, otherwise, someone else will be getting that business.

Every website can benefit from what is known as "Search Engine Optimization" but businesses need the service at differing levels depending upon the nature of their business.

If you have questions about Search Engine Optimization, you may call my company (PROSBO) toll free at 888.249.2539.

How FINDABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

## **6. Is Your Website SCANABLE?**

### ***Do you have a FAQs Page?***

FAQS stands for "Frequently Asked Questions" and your website should have one, and here are my suggestions for developing it:

1) List at the very top the questions that you get asked the most, - and give their answers, of course.

2) List the questions that you want them to ask next—this is a marketing opportunity, so don't miss it. People may not often ask you, "why should I do business with you instead of someone else?" but list it anyway, because they SHOULD be asking this question, and then give the answer.

3) List the questions that they should be asking, that you typically answer for them because they do not know to ask. You know your business and profession better than they do, usually, and there are simply questions that they really should ask but are simply not knowledgeable enough to even ask. Ask these questions for them and then give the answers.

4) At the top and bottom of your FAQs page, provide a

link for them to ask a question that they do not find the answer for, telling them that you will answer it personally. Do this, and then add it to your frequently asked questions page.

If they have the question, there will usually be many others that would, too.

### ***Do you need on on-site search script?***

If you have a large website with lots of pages and lots and lots of content, you should have on on-site search available. You can get "plugins" for these from various search engines or you can have your website developers install a custom one for you.

Search engine scripts (programs) can be easily installed and configured (by those that know how, of course).

### ***How well is your page content outlined?***

People read books. People DON'T read websites. They SCAN them.

- Use bold headings to help them along the way. Lots of them.
- Use short paragraphs, just two or three sentences each. Really. Just two or three or maybe four really short sentences.
- Link from encapsulated content to a fuller description, and then offer the full document via another link, thereby letting them dig deeper when they want to.

Heavy content pages will usually rank better in search engines, so they may be found more easily. For these pages, add a nice graphic in one of the page's "hot spots", on the left or right side of the page, near the top, but beneath your main website graphic, which should ordinarily be at the top of your page.

Link from this graphic to your home page or the corresponding "landing page" for that page.

How SCANABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

## 7. Is Your Website READABLE?

People are basically after information, after all.

**Font Size.** Young graphic designers have a terrible habit of using a type face that is too small. This may work ok for most technical websites that are made for computer nerds, since the majority of them are young, but unless your target audience is all under age 35, use at least a 10 point font size in a readable font.

**Font Face.** Typically, you should not use fancy fonts for your website content. I've seen lots of ladies' websites that use such fonts, and they do look pretty, but guess what: they are hard to read. Leave the art for artwork.

The best font faces or types to use for websites are: verdana, arial, and tahoma. (Of course, this is only my expert and correct opinion). They are easy to read and most computers have them installed. About 95% of all windows users have these three fonts installed.

If you don't use a common font, then the browser's computer makes the decision, substituting usually either courier or times, neither of which are good for reading on the web.

**Font Color.** Does color matter? Yes! Using a very dark color on either a white background or a light background is best. Light colors or bright colors on dark backgrounds may appeal to some younger users, but it is hard on the eyes.

Highlight important words and phrases with augmented colors that work in your website's theme.

**Text Decoration.** Using bold, italics, underlining or a combination of the same (along with hover colors for links) is all called text decoration. Don't go crazy with them, but you definitely should be using them, because when they are used

properly, they assist the readers in understanding your message.

They can't hear your voice tones or inflections, but you can capture these in a way using text decorations well. It is best to use external CSS (Cascading Style Sheets) to control the display of text decoration. Styles can also be in the HTML on the page, but these styles (HTML CODES) can be a problem for good SEO on a webpage.

**Spell Checks.** Yes. Use a spell checker.

Large Documents? If you have large documents, provide a brief introduction of the subject, link it to a bit more on the topic, and then finally link to a PDF file if it is really large.

PDF stands for (Portable Document Format) and it will retain whatever formatting it is created in. Let them download and print those long documents, booklets and manuals. Then they can print them out for good, old fashioned reading on paper.

How READABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

## **8. Is Your Website RESPONSIBLE?**

**The About Page.** Let them know who they are doing business with.

**The Contact Page.** Let them know how long it will take you to respond to them if they complete your contact form. It is a good idea to provide a phone number (that is answered) as well. If you want to get more clients, allow them to conduct business with you like they want, instead of how you want them to contact you.

**Your Website's Security.** We have already discussed this, but what was said before is applicable here as well.

**Community Involvement.** Are you familiar with the Biblical history? In the book of Genesis, it is recorded that one of

Adam and Eve's children (Cain) murdered his brother (Abel) because of envy. Afterwards, God called Cain "on the carpet" for his deed, and asked him, "Where is your brother?" Cain's response was, "Why are you asking me, am I responsible for my brother?"

Of course, the answer is yes. We are responsible not only for ourselves and our families, but we share responsibility for our local communities, countries and the greater human family. We should be involved in our communities. We should contribute to our community with our time and energy and money. To isolate ourselves from our local community is irresponsible. We should be a part.

Be responsible in your community and let people know the role you play in it. Put it on your about page.

#### **Social Conscience.**

Your responsibility reaches beyond you, your family, your church, your club and other groups. We are all related. Science has proven (through genetic research) that all men did come from a single pair.

This responsibility reaches beyond race (have you ever considered that there is only one race on this planet, and it is the Human Race?), religion, nationality and every other distinction men may arbitrarily create.

There are global social problems and we should be involved in relieving them.

***Would you like a more practical reason to care, rather than a philosophical or philanthropic approach? How about your own economic gains?***

**TRENDS** effect the purchasing psyche. Trends are created by more deeply rooted cultural shifts. Cultural shifts are first visible in the arts: painting, poetry, music, drama, and philosophy. Then the philosopher's influence western educators, and the educators influence culture in general. (Not necessarily what is called "sub-culture" however).

Do you know what is at the very heart of the new generation—

at least those that will be buying from you? **It is their focus on Societal Sicknesses.**

This group has a different set of values than their materialistic, baby-boomer parents. They really want to help fix societal problems, and they prefer to do business with people that are INVOLVED in Solving the Problems.

We are in a new emerging era that will continue to grow and buying decisions are going to be weighed by your social conscience.

If you've got one, then advertise it. If you don't have a social conscience, go find one and then advertise it!

**Environmental Position.** Is this important? YES! Are there people who have gone overboard regarding environmental issues? YES! Have we earthlings done things to this planet that are destructive and will end up hurting us? YES!

And if you are missing this, your head is really in the sand. You need to be environmentally responsible. Recycling and reducing waste is a good idea.

I live in the pacific northwest United States where there has been a lot of logging historically. Has the logging industry made mistakes? Yes. Have those mistakes been corrected?

Yes. Modern forestry practices are very closely regulated and they are nothing like they way things were done earlier. The Creator wrote a guide for the epitome of His creation (mankind). This guide (commonly referred to as the Bible) tells men how to live to please their Creator and warns them of certain judgment if they ignore and/or defy His rules. You already knew this.

But did you know that God was truly the Original Environmentalist and that He left us here to "keep the earth?" Have you read the rules that the Creator put in place regarding agricultural practices, which, if they were followed would keep the soils renewed and mineral rich? — this is environmentalism.

Or have you read the rules that He made for the right way to

take care of the poor and how to hold people properly responsible for their own behaviors and the consequences? — this is called social conscience.

There's a couple of different things to think about when considering your website's responsibility. (Your Web site is simply a virtual office for your business, and your business is a reflection of who you are, not simply what you do.)

How RESPONSABLE is your website? **Grade it!**

1    2    3    4    5    6    7    8    9    10

## 9. Is Your Website PERSONABLE?

- **Write your website content in the first person.**

Is your business only you or you and your partner? Or do you have a small or complete staff?

Whatever the size of your small business, your website should introduce all of you (ordinarily) in the first person.

The first business websites, created to be like an "Online Brochure" were typically created by an HTML programmer in the early days. This programmer or someone else interviewed the business owner(s) and then wrote a report, much like a newspaper columnist would write a feature story or an editorial. Thus. Third person. But that was then.

If your website has third person copy on it, get it changed as fast as you can. Why? Just let me reason with you a while.

**Third person articles are distant.** Do you want to distance yourself from your clients through your website or do you want to bring them closer to you?

***Your Website is a Virtual Office for Your Business.***

**I'll use my own business as an example for you. My**

**business name is PROSBO.** Think about it. If someone were to walk into my office and speak to my staff, and ask this question: "Tell me about your company", ***do I really want my staff to say something like this:***

"They provide products and services for small business owners. They have been in business since 1999. They are experts at helping small business owners effectively market their businesses and have developed some great software that enables small business owners to edit their own website.

They have also created a search engine optimization program that is achieving outstanding results for its subscribers."

**NO!**

I want my staff to say something like this: "Hi, my name is Doug, how may I help you today? To which the guest replies, "Tell me about your company".

To which I respond, "I help small business owners attract new clients, increase their client's satisfaction, and make more money. We do this by providing affordable and effective small business marketing education, products and services."

Your website has not been written by an electronic newspaper reporter, has it? No? Then don't make it sound that way. Websites can do many wonderful things for us, but by their intrinsic makeup they are NOT personal. They are cold. Warm them up and warm up your clients and prospective clients by warming up and personalizing your website!

- ***Add a video introduction.***  
This was out of reach for many small businesses until recently. Adding a video introduction is the very best thing you can do to make your website more personal.
- ***Leave third person comments to outside parties!***

There is a place for third person commentary about your

company on the world wide web. It is on someone else's website!

- ***Your website is your online salesman.***

Lets think about salesmen for just a little while.

Does the salesman's personality really matter?

***YOUBETCHA! Personality is PRIME!***

Regardless of what some may try and propose, personality really is prime when it comes to sales.

This does not equal success by itself, but a salesman without the right personality will not last and will not do you company any good in the long run.

Even if a person embodies the "perfect personality" for a salesman, if that lack any of these, their success will be greatly limited.

- 1) Adequate Education.
- 2) Common Sense.
- 3) Social Skills.
- 4) A Valuable Product or Service to Sell.
- 5) Compassion.

Does your website demonstrate personality?

***Concisely Stated:***

***You must genuinely care about your clients and prospects and convey the benefits of your products or services, revealing your expertise in a sensible way.***

How PERSONABLE is your website? **Grade it!**

   1      2      3      4      5      6      7      8      9      10

## 10. Is Your Website **PROFITABLE?**

This is the last consideration and it is “the bottom line.” The bottom line is what you have when you take income and subtract expenses—it is your profit, and that is the material reason you are in business.

***I am without reservation, absolutely convinced that properly developed and marketed website will always bring the highest ROI (Return on Investment) of any marketing media available today.***

What does your website cost you? Let me help you figure it out.

### **Your Website Expenses.**

1) What was your initial cost in development?

\$ \_\_\_\_\_

2) What will your costs for updates be over the next year?  
(You will probably have to estimate this — use your best guess based upon past experience)

\$ \_\_\_\_\_

3) What is the cost of your domain name annually?

\$ \_\_\_\_\_

4) What is the cost of your website hosting annually?

\$ \_\_\_\_\_

5) How much do you spend annually on internet directory advertising? (Any club memberships that give you an ad online, and that enters into the reason you value your membership, it should be included here as well.)

\$ \_\_\_\_\_

6) How much do you spend annually on other internet advertising. (PPC—pay per click advertising or ads and links on other websites)

\$ \_\_\_\_\_

7) Add numbers 1 through 6 and total here:

\$ \_\_\_\_\_ (This is your website annual cost)

**Your Website Income.**

1) How much do you make in direct sales as a result of your website?

\$ \_\_\_\_\_

2) How much do you make in selling ads to others on your website?

\$ \_\_\_\_\_

3) Calculate the value that your website has as “an employee” of your company. (Does your website answer questions that frees your staff? Does it take sales? Process payments? Send out notices? How much TIME does it save your company? What would it cost you if you had to hire another staff to do what your website does for you?)

\$ \_\_\_\_\_

4) Add numbers 1 through 3 and total here:

\$ \_\_\_\_\_ (This is your website annual income)

Now do the math.

Website Expense: \$ \_\_\_\_\_

- Website Income: \$ \_\_\_\_\_

= Website Profit: \$ \_\_\_\_\_

How PROFITABLE is your website? **Grade it!**

\_\_ 1 \_\_ 2 \_\_ 3 \_\_ 4 \_\_ 5 \_\_ 6 \_\_ 7 \_\_ 8 \_\_ 9 \_\_ 10

## **Now Add the Results of All Ten "WebAbilities"**

(Each one is worth up to ten points, to a hundred points total.)

**What is Your Website's Overall Grade? \_\_\_\_\_%**

If you are not satisfied with how you scored, the good news is that you can follow the guidelines here and improve each point.

Then, you can print this out again and "retake" the test.

If we can be of further help to you, get in touch.

**If you would like a great tool that will help you  
to create and/or maintain your website,  
take a look at this:  
<http://www.pajezy.com>**

Douglas E. Nevill  
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