



Top 10 eBusiness Tips

eBC Guide to eBusiness Success

It is no secret that it takes hard work to be successful in business. Being successful in eBusiness is no different. To help eBC has created the top 10 eBusiness tips.

10. Keep an Eye on Your Competitors

Often news of new products or services offered by a competitor will be released on their website allowing you to understand what advantages they may have and enable you to respond in a timelier manner to their changes.

9. Stay Consistent

Your website is a part of your corporate brand and fit seamless with the other elements that make up your corporate identity. Consistency with visual elements such as logos, fonts and colours are as important as constancy in tone, language and overall message.

8. Test Your Site

The owner seldom visits the website after the first few months of its launch. The explanation for this behaviour is the mistaken assumption that once the site is tested and launched any further testing is unnecessary. Constant review and testing is crucial when determining the success or failure of the objectives of the website.

7. Know Your Visitors

Knowing who is going to use your site is the key factor in determining how the site is designed and what technology will be used. The abilities and expectations of your visitors must be reflected in the navigation, content and user interface of the site.

6. Don't Hide Your Domain Name

A surprising number of companies spend thousands of dollars on a website their customers don't know they have. Don't hide your domain name; it should be on your letter head, business cards, uniforms, vehicles, exterior building signage and on the signature of all business related email correspondence.

5. Answer All Your Emails

Unlike a ringing telephone, email is easy to ignore; the fastest way to loose customers is to ignore their emails. Unfortunately many business owners still consider email communications unimportant and stubbornly refuse to accept the reality that email is quickly becoming the medium of choice by both consumers and businesses.

4. Don't Believe the Hype

If you are starting up an internet business just because your friends told you to or as the result of an unsolicited email that claims you can make a lot of money, it's time to step back and re-examine your motives. The internet is a great – if not necessary – tool for business, but your web strategy needs to be well thought out and planned, just like any other aspect of your business.

3. Review Your Server Logs

Your server logs and other tools – such as Google Analytics – can tell you who is visiting your website, what pages they are viewing, how long they are staying, where they are coming from and a whole host of other useful information. Use these statistics to update pages that perform poorly and to help formulate your eMarketing strategies.

2. Don't Forget SEO

Even if your website has a great design and user friendly interactivity, it is of no use if no one can find it. Write your content for your users, but make sure those keywords are in there and are in the right places. You don't have to pay an arm and a leg for good SEO, just write your content well and submit it to search engines. If you have the time and energy you can delve deeper into the ever-changing world of SEO but remember, SEO tricks are no substitute for good content.

1. Update Your Content

Your users want current information and so do the search engines. If your content is out of date, your potential clients will move on to the competition. Stale content also does poorly in search engines. A great way to keep feeding your clients with good info and generate new leads is to set up a blog on your site. The internet is now the primary source of information for consumer research. Up to date information keeps people (and spiders) coming back to your website.