

Strategies

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How to Promote Your Web Site

Ten Simple Steps to Maximize Your Online Presence ◀

The Internet is hitting its stride. An estimated 84 million Americans — 42 percent of the adult population — now surf the Web from work or home. And the global Internet population will reach 350 million in 2003 according to a recent report by eMarketer. In fact, North America was eclipsed by the rest of the world in terms of total Internet users in the first quarter of 1999.

Consumers once accessed the Internet almost exclusively through personal computers. Today, 3.1 million people access the Net through alternative devices, such as PDAs and TV set-top boxes. Analysts predict that by the year 2000, the market for these "information appliances" will exceed \$2 billion.

For many Americans, the Internet is becoming the information utility of choice. No other medium gives users such convenient, timely access to critical information. It's

one of the Web's real competitive strengths over traditional media ... and one that isn't duplicated in the offline world.

Whether you have a corporate Internet presence now — or plan to move your company online within the next few months — there are ten tried-and-true tactics that you should consider to make the most of your place on the Web.

1... Know your target audience

The more you know about the constituencies you are trying to influence, the better.

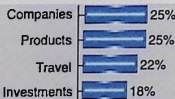
Web users want to "opt in" and not be force-fed information; the most effective sites leverage that perception. If Web surfers feel there is little to act upon when they visit a site, they will quickly leave. Often referred to as "personalization," you can best design a Web site with a comfortable "feel" when you know who you're trying to attract and what they want and need.

Why surf?

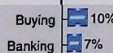
For the majority of users worldwide, the Internet's information benefits remain the leading attraction (56 percent), followed by work-related reasons (38 percent) and learning (36 percent). Globally, eight percent of Internet users cite buying online as a reason for using the Internet.

Worldwide Uses for the Internet

Use Net for Information on:



Use Internet For:



Source:
Roper Starch Worldwide