

The Why's of a Website

Image expert Mônica de Liz is launching her website and asked me to critique it, which I did. I found the site extremely well designed and professional, therefore I could not suggest any changes. However, the question I had for Mônica was: What is the purpose of your site? What do you expect from it?

The reason I ask is because in today's business world websites are the norm, we can invest a tremendous amount of resources creating the look and content that we think is important. But without a clear vision of what you expect from your site, you could easily be throwing money out the window. Is your website a tool to build prospects for your products and services? Is it a tool for establishing credibility in your field? Or is your goal to inform people and thus develop relationships?

In Mônica's case, I believe her website is a communication tool that provides valuable insights about her expertise, which is image consulting. Thus she would need to use marketing and networking strategies to drive prospective clients to the website, as most people may not be aware of what an image consultant does, let alone be searching for one online.

Please visit Mônica's website at www.image4success.com. Maybe you or someone you know can benefit from her image consulting services.

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