

When You Build A Business Website, It Must Be Your Personality In The Form Of A Web Site

All great things are natural and simple. So must be the idea of the website.

1. Why a web site is in the business?

To make money is not a reason. The reason must be something linked with entrepreneurs know how or with the business opportunity in the market or both. But, as you see, these reasons are too general reasons to build a business website.

2. How to create an internet business idea and the execution, that nobody can copy?

Let us play with an idea, that a website is a human being, a person. Would it be a man or a woman, what age, what education, where he lives, what kind of a flat or a house, what kind of a car, family, how big income he has, what products he consumes, how he spends his holidays etc.

We can go even deeper by thinking his nature. Is he cultural, sporty, does he like children, animals? Is he social, how active he is, how he looks like, how his home looks like and his car? What about friends?

Soon we will discover, that your website must be like you. There is simply no other alternative. All other solutions are impossible. So the only way to build a business website is to transfer your personality into the form of a website. It must reflect your strengths and try to eliminate your weaknesses.

A BRAND is like a human being, there is not alike in the whole world. You must build a business website, if you want it to succeed, in a unique way. In that way it will grow and become a real BRAND.

3. How can you choose template, graphics and copy for the website?

The answer is clear. Choose things you like. That is the only and best way to build a business website. All decisions are made by feelings but told with rational terms, so is your things too.

This process will need disciplined, creative planning, you have to plan the world of your website and maintain that, because many temptations will try to change that.

When time flies you will get tired with the site much sooner than your customers and website visitors. But do not change your core ideas, they must be long term. If you think, how short time and how seldom your visitors see your site, you understand that the unchanged brand image is important to them. It must be like a friend.

The brand image is something, that can be built during a long time. It is an emotional relationship between your website and your visitors. Over time it will get stronger and stronger and especially the longer it is unchanged. Your website brand image is something no other website can have, so it is very valuable to you. Discipline will bring success.

4. But building a business website needs more than just brand image.

That is true. You will earn by selling products, not images. But a unique image is the reason for your visitors to buy, it will build a WANT.

But how to choose products to sell? A simple solution is to choose them according to your experience and what you LIKE. When you like something, you will concentrate on that and it will start to grow in your thoughts, which will lead your business to the quality. The quality of your business is the most important issue in the competition.

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About the Author

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