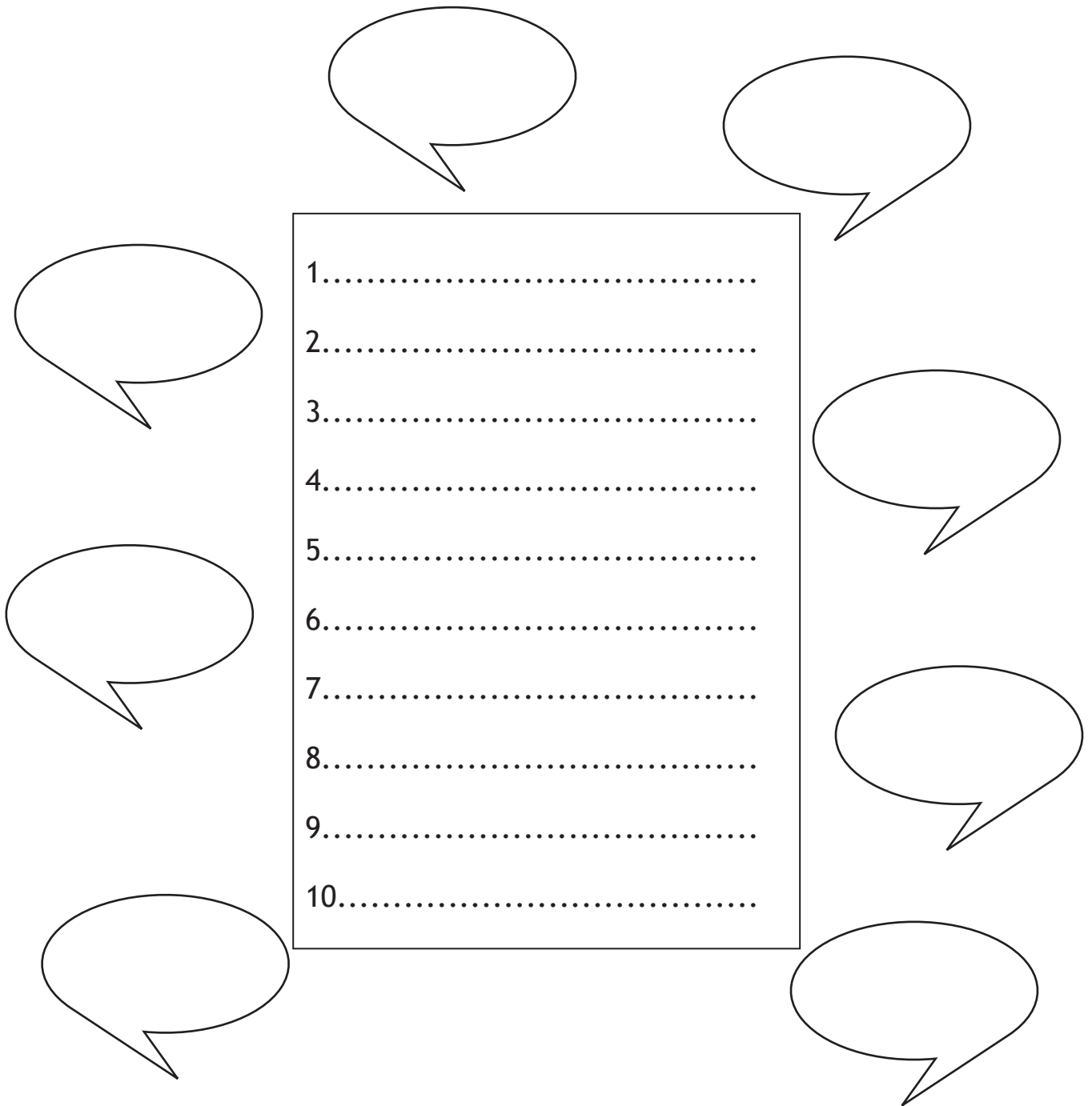


# Planning for Internet Success

	
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# Good Web Sites

In the box in the middle of this page list up to 10 web sites that you think do a good job in terms of attracting visitors and gaining their business.



1.....

2.....

3.....

4.....

5.....

6.....

7.....

8.....

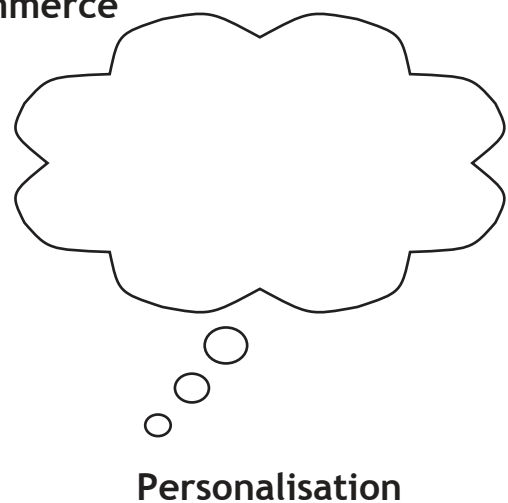
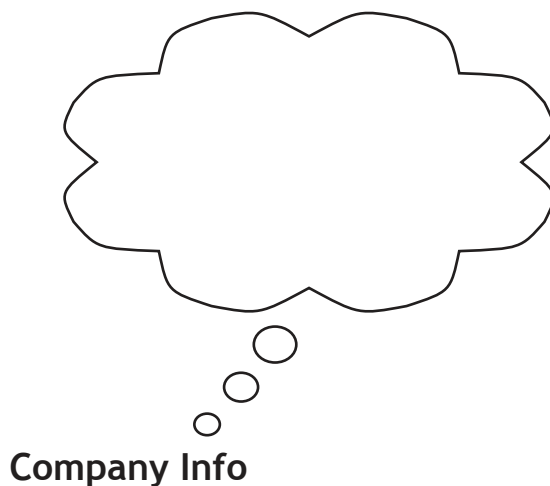
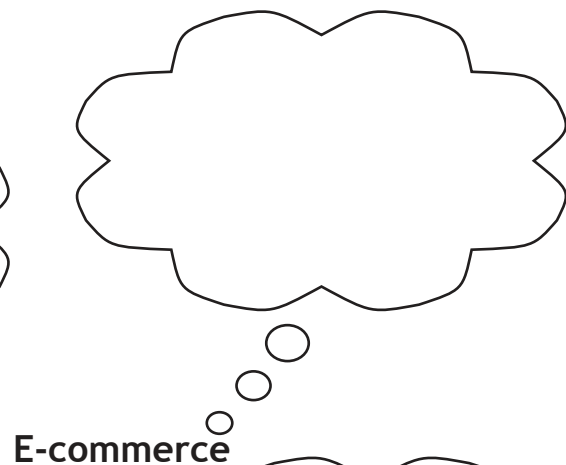
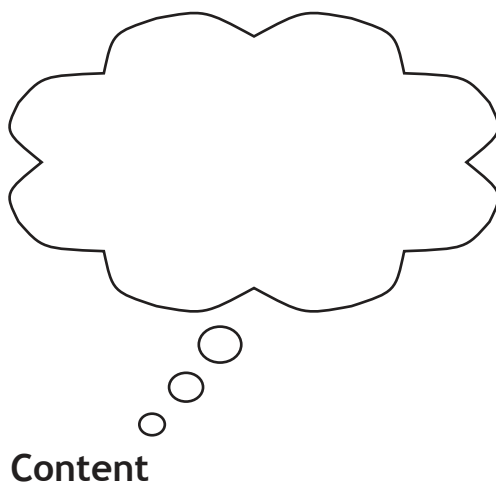
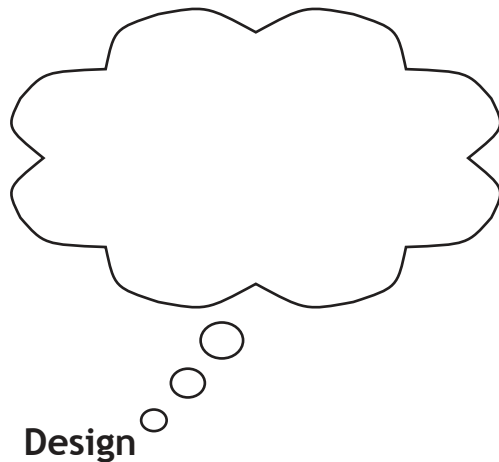
9.....

10.....

Now that you have your list, write down in the bubbles around the page the common features these successful web sites all share

# Analysing Amazon

Amazon.com is one of the most successful online businesses in the world. Consider the following aspects of Amazon's web site and note down what you think of them.



# Auditing Your Online Audience

Put an X in the box that most closely matches your audience's viewpoint between the two extremes.

	1	2	3	4	5	
Traditional						Open to change
Reactive						Proactive
Old in mind						Young at heart
Secretive						Open
Accepting						Demanding
Superficial						Look for details
Price focused						Prefer quality
Technophobes						Technophiles
Fear the unknown						Love new challenges
Read slowly						Speed readers
Prefer printed documents						Happy reading on screen
Mainly watch BBC & ITV1						Have full Sky package
Visit their bank regularly						Never go into a bank
Deferential						Dominant
Perfectionists						Happy with chaos
Reserved						Trusting
Apprehensive						Self assured
Focus on others						Focus on self
Patient						Irritable
Want stability						Goal setters

# Audience Styles

Your online audience has a variety of potential ways they prefer to engage with your material. For each style, list the ways you could deliver your content.

Audience Style	Possible Approaches
<b>Visual</b>	
<b>Sequential</b>	
<b>Contextual</b>	
<b>Written overviews</b>	
<b>Written details</b>	
<b>Auditory</b>	

# Keyword companion

The words you use on your web site will determine a large part of its success. Look at your top 20 keywords and consider the ways you could use them.

Keyword	Separate page	Separate site	Blog	YouTube	Podcast	Social network

# Web Site Goals and Targets

Check the data on your web site and set specific targets for each. Then consider how you might achieve them.

	Current	Future	How ?
Google position			
Pages indexed			
Links received			
Alexa Rank			
Unique page views			
Average time spent on site			
Media mentions			

**NOTES:** To check how many pages are indexed, search in Google for “site:www.yoursite.com”. To check for links, search for “link:www.yoursite.com”. Alexa is an Amazon web site at [www.alexacom.com](http://www.alexacom.com). If you don’t currently analyse your web site data use Google Analytics which is free of charge or buy Internet Business Promoter from [www.arelis.co.uk](http://www.arelis.co.uk).