Planning for Web Success

By Graham Jones

A booklet to accompany the Web Success workshop

Workshop

This booklet is based on the Web Success Workshop run by
Internet Psychologist, Graham Jones. Further booklets, handouts and other downloads associated with this
workshop are available from:

www.grahamjones.co.uk/websuccessworkshop

Top 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 business.
A website is anything you can get to through a web browser.

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 web sites share.

Top Business Services Web Sites

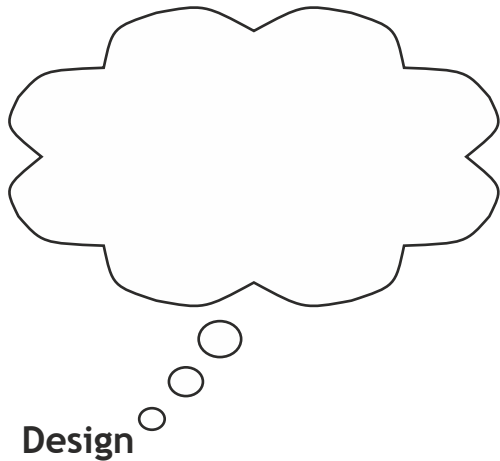What do you think the Top 5 Business Services websites might be worldwide?

1..

2..

3..

4..

5..
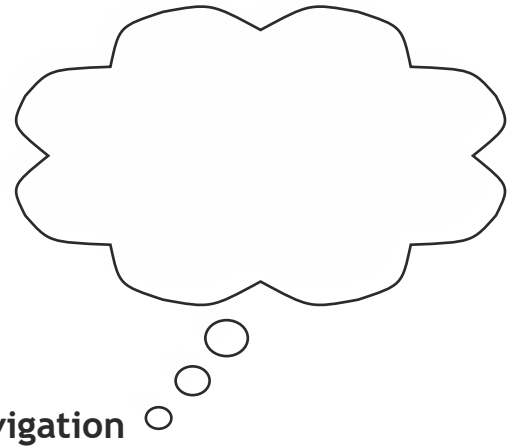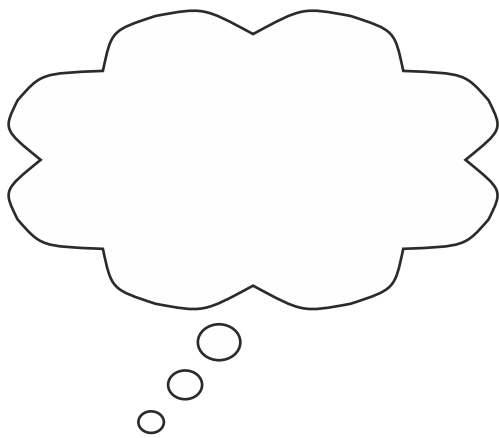
Why?

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.
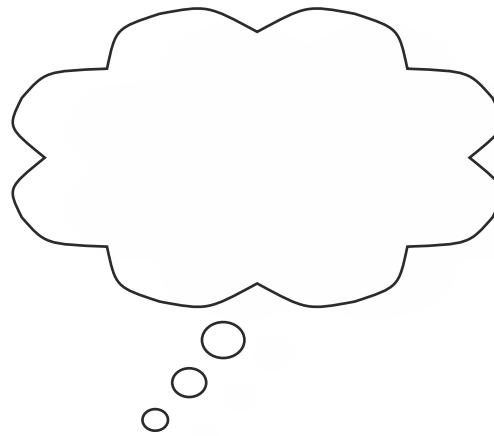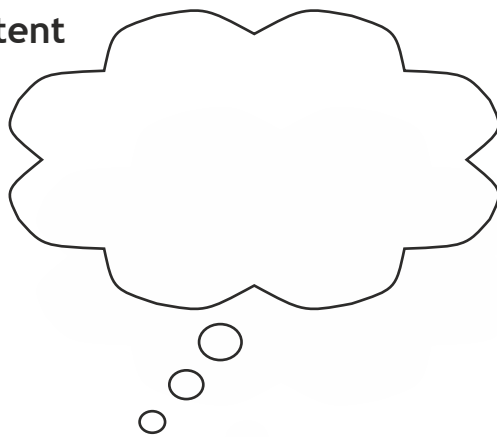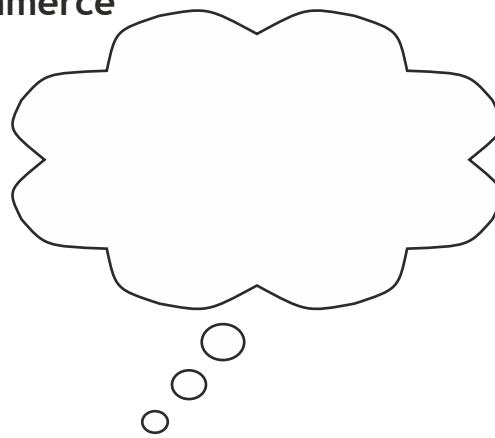
Design

Navigation

Content

E-commerce

Company Info

Personalisation

Auditing Your 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
Visual	
Sequential	
Contextual	
Written overviews	
Written details	
Auditory	

Planning for Web Success

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Further Copies

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www.grahamjones.co.uk/websuccessworkshop