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COULD YOUR WEBSITE BE EMPLOYEE OF THE MONTH? THE TOP 5 QUALITIES OF A HIGH-PERFORMANCE WEBSITE

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As a business owner, you understand the importance of creating and maintaining a successful, high-performance team of employees.

A company is only as good as the people who work for it, so it is only logical that you seek out the best employees with qualities that will make them, and in turn, you, successful. Good employees are your best asset – they help your business profit through their diligence, commitment, and expertise.

This is why you spend a great deal of time, effort, and money to find and retain the best of the best to staff your company. ***But, what about your website?***

In fact, there are many similarities between high-performance employees and high-performance websites. If you compare the two, you'll see how similar they really are, and from there, you can take steps to help your business' website become your newest Employee of the Month!

Top 5 qualities of your best, high-performance employees:	Top 5 qualities of a high-performance website:
1. Strong and consistent work ethic	1. Consistently attracts qualified traffic
2. Excellent interpersonal skills	2. High interactivity with site visitors
3. Solid business fundamentals	3. Reflects industry best practices and business knowledge
4. Ability to network effectively within the organization	4. High link popularity and reciprocal link exchange
5. Ambition and desire to grow professionally	5. Ability to be updated with fresh content, tools and technology

1. **STRONG AND CONSISTENT WORK ETHIC** (CONSISTENTLY ATTRACTS QUALIFIED VISITOR TRAFFIC)

Your best employees are those who perform consistently and truly work for the company. If an employee does not work hard for you consistently, it's not likely that you would keep him or her on staff. The same principle should apply to your website.

A great website works for your business, not against it. Your website, if optimized correctly for search engines and marketed effectively, will bring online visitors to you and will **convert browsers into buyers**. If it's not working for you, why continue to employ it?



2. EXCELLENT INTERPERSONAL SKILLS
(HIGH INTERACTIVITY WITH SITE VISITORS)

A great employee works well with your customers. So should your website work well with visitors to your site.

Websites that are only basic online brochures are simply not effective in today's advanced and highly competitive online environment. An effective website should contain a wealth of resources for your customers, including downloadable resources such as white papers, answers to frequently asked questions, and opportunities to contact the company and offer feedback.

3. SOLID BUSINESS FUNDAMENTALS
(REFLECTS INDUSTRY BEST PRACTICES AND BUSINESS KNOWLEDGE)

You expect your employees to understand what is required of them and to apply business fundamentals and best practices in their job. Your website should be no different. A website that is built to industry standards and utilizes industry best practices for design and functionality will be effective and appreciated by your customers. Implementing best practices such as Web accessibility guidelines is simply a smart thing to do as the online world becomes more and more focused on the end-customer's needs.

4. ABILITY TO NETWORK EFFECTIVELY WITHIN THE ORGANIZATION
(HIGH LINK POPULARITY AND RECIPROCAL LINK EXCHANGE)

Networking has long been an important part of business. Employees who network effectively are a great asset to you, since they will increase your visibility within the local market place. Effective websites apply the same principle through reciprocal link programs. Linking to another website that your customers would find beneficial, and having them link to you in return, increases your visibility in search engines like Google and Yahoo!. Reciprocal link programs are beneficial to both businesses, and the added, pertinent links on the site are beneficial to the website user as well.

5. AMBITION AND DESIRE TO GROW PROFESSIONALLY
(ABILITY TO BE UPDATED WITH FRESH CONTENT, TOOLS AND TECHNOLOGY)

Your website, just like your employees, should change and evolve as its role in your business changes in order to ensure that their 'skills' do not become obsolete. Websites should be designed in a way that makes them easily updatable. If you do not update your website with current information and leading-edge technologies, your readers will become disenchanted with it and are less likely to return to it.



Only when your website starts working for you as diligently and effectively as your best employees, will you see how much it can benefit your business. Learn how to make your website worthy of the "Employee of the Month" plaque by contacting a WSI Internet Consultant near you!

For more information on how a WSI Internet solution can help your business, visit www.wsiconsultants.com to locate an Internet Consultant serving your area.

WSI has over 1500 local offices in 87 countries providing economical Internet marketing solutions to small- and medium-size businesses.

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