

An Effective Web Site – More than Graphics and "Splash"

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By now, most organizations – at least the most successful ones – realize the power of an effective web site. In many cases a web site is the first opportunity for your business to interact with potential customers, vendors and media. From an ongoing standpoint, the web site provides current customers and other key audiences with updates and details on your company, products and services.

But what some organizations fail to realize is that the web site needs to be more than a pretty face. Yes, having interesting and relevant graphics are absolutely essential as a content-heavy or content-only site is something that individuals will be bored with quickly.

However, businesses sometimes spend so much time on the graphics and colors of the web site design; they spend way too little time on actual content. Our business does not do web site design development – there are many very qualified and excellent choices in our community alone to make your web site interesting and attractive to those that peruse it. We focus on the strategy behind, and content for, web sites.

Over the course of the next few columns we'll cover the content essentials for an effective web site:

- Developing a communications vehicle which integrates into your organization's overall corporate brand
- Creating meaningful content that not only communicates your messaging but also resonates with your reader
- Connecting with customers, media and other relevant audiences
- Portraying a highly polished and credible image for potential investors and/or donors

While design development is crucial, the pretty face will only get you so far with readers if the content isn't developed appropriately as well.