

When trying to enter the internet market, there are several common mistakes and misconceptions that businesses make. We have compiled five common ones and suggestions on how to avoid them.

1. **Website for the sake of a website.**

Many people are quick to get a website just because it is a website. While every business needs a web presence, it should not be jumped into and considered a simple task. Too many people will decide they need website and jump on the computer to create some sort of website. They start to pay \$20.00+ a month and wonder why they aren't getting any response to their so called "investment." This is equivalent to seeing many businesses succeed in Kansas and within one day of finding this out, you open a store in Nowhere, KA. The internet is a market that needs to be researched and planned out, just like any other market.

How to avoid:

The internet is just another market. Before rushing to create a market presence, you need to do research about this massive market. This includes planning, competitive analysis, SWOT, etc.

2. **Websites have to sell something.**

Many people think that they can't have a website because they don't plan on selling anything online. This is somewhat true, since you may not be selling products or services; you are selling yourself or your company. You don't have to have an e-commerce site, but you *do* need an informational site (commonly called a business card site) to represent yourself.

How to avoid:

Just because you aren't selling your products in an e-commerce site does not mean you don't need a web presence. Just remember, you are always selling yourself.

3. **I will make money on the internet.**

Too many people think that just because they have a web presence, they will make money. This is equivalent to opening a store in a city and assuming that you will make money simply because you are a store. Obviously, there is a problem with this.

How to avoid:

In order to make money on the internet, it is necessary to market your web presence and get people to visit your site creating **traffic** and then converting them to customers. This is a time consuming process that takes effort and dedication.

4. **An independent website is the only type of web presence.**

While it is certainly important to have your own dedicated, independent website; it is crucial to explore the various other types of web presences. With the explosion of social networking on the internet, the smart business takes advantage of all networking possibilities. Every business should have a MySpace® or Facebook® page along with a YouTube® channel.

How to avoid:

Use all of the social networking sites to expand your presence on the web. This will help drive traffic to your site and ultimately help your business. Find sites that your target audience uses and create presences there.

5. **A website does not easily integrate with my business.**

A large number of businesses procrastinate implementing a website because they do not believe it will integrate with their current business system. This is a major problem in the long run. By 2010, businesses that do not have a website will probably be failing or will have already failed. Consumers and business expect to be able to easily research a company online, and if a company does not have an online presence, they will probably choose a competitor that does.

How to avoid:

Go professional. A professional web designer will be able to create a web presence that will integrate with your current business setup. Most professional companies will give a free quote based on your needs.

While there are many other things to consider when planning implementing a web presence or upgrading a current presence, these five will give you a heads up on some disasters waiting to happen. When preparing to enter the internet market, take advantage of all the materials available from Timous Design, many are free of cost. Go to www.timous.com for more resources and quote for your individual project.

