

# Why would I want a website?

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## **Introduction**

In the process of web and internet development, the question is often put forth "Why would I need a website?" This is a very valid question, and one that should be considered by anyone who undertakes the website process. The web is here to stay, and is growing at an alarming rate every day. When considering building a website, the answer to this question is the foundation upon which the intent, purpose, and meaning of the website will be based. For instance, a website that is undertaken by a person for genealogical research will have an entirely different process and purpose from one that is meant to sell specific items through E-Commerce. From the most fundamental viewpoint, the purpose of a website will take one of three approaches:

### **Three basic purposes of a website:**

- Make an identity statement
- Offer or collect information of some sort
- Some type of sale or (financial) transaction

### **Make an Identity Statement**

In this day and age most businesses will benefit from a presence on the World Wide Web. Computers have become an everyday household item, and the degree to which our lives are intertwined with computers will only increase in the coming years. Establishing a web presence for a business or enterprise marks its posture and position in terms of keeping in touch with current developments and innovations. The degree to which an entity will pursue a web presence depends on several factors, usually a mixture of need and desire. The key questions are: How much will my endeavor benefit from a web presence? How much do I need a web presence? Is a web presence going to improve my bottom line? Will a web presence lower or increase my operating expenses? How is my competition postured in terms of web presence? These questions and more are in line for the entity that wants a web presence based upon an Identity Statement.

If Company A decides that it wants a web presence only to identify who/what it is, and its services, this is an Identity Statement. This will call for the simplest of websites, composed (probably) of mostly static HTML pages. From this point, Company A can get themselves into the popular Search Engines. At that point anyone who searches the web or calls for

information about Company A can be directed to the website, etc. Additionally, Company A's web presence allows it to be seen alongside the contemporary competition to whom Company A would be compared by potential clientele. If Company A has no web presence, and Company B does, the inevitable outcome for Company A in a web based product/service market comparison by potential clientele is obvious.

### ***Offer of Collect Information***

The World Wide Web permits us to offer and collect information in ways that were previously bulky, time consuming, and (by comparison) cost ineffective. There are two examples to consider: one in which Company A wants to disperse information on the web, and one in which Company A wants to collect information from the web.

Let's say that Company A has their basic web presence stated, now they want to inform potential clientele of the superiority of their product, A-Widget. They can place pictures of the details about A-Widget, diagrams of how to use A-Widget, and other pertinent information about any aspect of A-Widget they want to share. Company A can have downloadable, printable, web-surfer-friendly documents that make A-Widget easy to understand and compare to Company B's B-Widget. This is the basis of offering information on the World Wide Web. In comparison, the individual person mentioned above, who may only want to offer the results of their years of genealogical study and research, falls into this Information category. The difference is of degree, but the basic purpose of offering information is similar.

Collecting information from the web uses the same concept, only in reverse. The process of collecting information from the web is more complicated. The design and engineering of web browsers and software have made the collection of private information about individuals difficult unless it's agreed to. What this means is that if Company A wants to collect any personal preferences or information from Client C, Client C must enter the information willingly into a form of some kind, and submit it to Company A. However, if Company A does manage to get enough information collected from Client C, and many others like Client C, they can maintain this information in a database. With enough information, preferences, demographics, etc. Company A can tailor their advertising, product specifics, feedback & improvement suggestions, and many, many other information items that can be of an extremely useful nature to Company A. A database driven website compared to a static HTML website is like comparing a horse drawn carriage to a Mercedes Benz. The potential for interactivity and enhancement grows exponentially.

### ***Sales or Transactions***

One of the most distinct advantages of the Web is the potential for E-Commerce. Client C can now sit in the comfort of his/her home, and shop for the best bargains, purchase these items, and have them delivered to their door, all without a single moment in traffic or a check-out line. For Company A to offer their product on the web, there are several considerations which include: Can this product be offered/delivered online? Is the demographic audience one that will be looking online for Company A's A-Widget? Can the product be offered profitably through the web medium? These questions and more are ones to consider in the initialization of an E-Commerce website. Additionally, when the Web entered the world of E-Commerce, the complexity of programming and the need for security increased dramatically. These factors are of concern to anyone who is considering a web-based sale or transaction.

### ***Conclusion***

Most businesses and entities can benefit from a presence on the World Wide Web. The degree of this impact, and how it's best approached, are items for careful consideration BEFORE initiating the website process. Through careful analysis and definition, a website can have a significant positive impact for an entity when the intent and purpose of the website are considered prior to constructing the website.

### ***Additional***

The way the web works, Search Engines, and The Website Process are topics that are often very confusing. [webpointmorpheus](#) has assembled documents that should simplify these topics for your understanding. These documents are available online at [www.webpointmorpheus.com](http://www.webpointmorpheus.com)