

According to Gray (2009) in the Electronic Reserve Readings, list three things an entrepreneur should do when creating a website. Explain why they are important.

After reading "Profit from a powerful website," I think back to what my father taught me years ago, "something worthwhile is worth working for." Based on that assumption, and the article, I have surmised the following.

I broke my answer in to 3 main points, Wargaming, Marketing, and Ergonomics. In this very competitive age where every business is vying for your business, the process that any young entrepreneur starts can be an arduous one.

Wargaming- Before jumping in with both feet, an entrepreneur should brainstorm all his or her potential thoughts on paper. Once this is done, then you can form a model of how you intend to catch the eye of the prospective client.

Marketing- Part of having an exceptional business model is coming up with a name for your company. A name must be "catchy" and speak to the heart of the client you propose to serve. It is a big step in the process and must not be taken lightly. Choosing a name that doesn't reflect your services will most likely have people shopping in the other direction.

Ergonomics- Ease of navigation on and around your website is paramount. Often, people don't want to spend a lot of time navigating through endless passages only to not find what they are looking for. Keeping in mind the client that you are servicing and choosing an appropriate website outline, will assist the perspective client in making a quick decision on whether or not to go with your business.

Response 2

Three important steps to take when an entrepreneur is considering creating a website are to. Determine if a website is needed this can be done by examining the target market of the product or service being offered. This is an important step due to the cost involved with starting a website as an entrepreneur we should strive to explain our return on investment. Second if a website will be needed a domain name must be obtained those with domains should attempt to obtain similar domain names which can easily be mistaken for their business's web address. It is important to obtain similar domain names to ensure customers can easily find your service and that competitors don't attempt to interfere with the operations of your business. Finally entrepreneurs should consider if they would like to create the site themselves or form a business relationship with a service which provides such a service. While building a website may be an easy task for some consideration should also be taken in regards to upkeep and the safety and security of any information submitted to your site such as credit card numbers to personal information submitted by consumers this information may be better handled by a website service as they (may) also be responsible for any misuse of information submitted to the site.

