

Need a Web Site - Top Tips

Content is the key

A web site is like having a big colour page in the phone book except it is easier and quicker to use. Search engines such as Google are now the preferred method of finding information and now there are new ways of interacting and gathering feedback from customers via the web.

Community

Linking your site to the community you work in is a really good way to help promote your store within your community. If the community has a web site for your town make sure your web site is linked to it. Holiday districts are great targets for customers looking for holiday accommodation and if they already know the town is well serviced by a great supermarket they may be less likely to bring their groceries with them.

Links

Links outside your web site are useful not only to your customers but internally if you have people in your business with web access. Links to their most used web sites is useful.

These may be to the work rostering company you use so your staff can log on easily to find their next workshift, or to your produce supplier for market updates.

Links back to your group and even the MGA can be great time savers, especially if your page is set to open when you open your computer browser.

Structure

Organise your web site and everyone will thank you.

People rushing to find the specific information they are looking for rarely read through the entire web pages but rather scan headings and bullet lists. A well structured site will be far better received than one that is a mish-mosh of information haphazardly thrown together.

Usefulness

A web site that speaks to all is better than a site that only speaks to some. While not everyone will need a full web shopping experience, at least offer an email or fax order form.

Customer feedback is also a great use for a web site. See story on www.helpfulcomments.com next page.

Quality

You can pay a fortune for a web company to sit around drinking coffee while contemplating the design of your web site or for only a few dollars have someone locally do the work. Above all keep it simple and orderly with clean uncluttered design. Using a similar design to another supermarket is a solution that will save development costs.

Name Your Site Appropriately

If your store is named Bills Supa IGA Sandy Point, you should register www.sandypointiga.com.au to both make it easy to find you and remember. If your store has a strong customer understanding of your personal or family name or you trade in multiple locations, then www.billsiga.com.au may be the best alternative.

Don't over complicate your web name by adding the supa or a name that is an abbreviation. A naming protocol that defines your location and your group is perfectly logical to customers.

It is good to look and see how other retailers market their supermarkets. In most cases their web site is a resource for information on their marketing ideas.

www.bpsupaiga.com.au

www.championsiga.com.au

www.fishers.com.au This site has a full online shopping experience

www.freshwateriga.com.au Simple shopping list order facility

www.michaelsiga.com.au

www.morgansiga.com.au

www.mtbsupermarket.com.au Simple shopping list order facility

www.ninasiga.com.au

www.reddrop.com.au

www.ritchies.com.au

We plan to place these links on our web site. If your store has a web site, please send me an email with the address and we will link it to our site.

John Markham

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Ray Pallister Promotions developed the Reward Showcase concept for supermarkets in 1993.

With hundreds of stores now using this system to provide their loyalty solution, the Reward Showcase has proven itself as the best solution for loyalty programs.

REWARD Showcase

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