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**Web Sites Dont Work**

**By Manoj Shah**

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Here's a few shocking truths you need to know before investing further in the Internet.

**Websites Don't Work!**

Websites Don't work! This might sound a little strange coming from me, an Internet Consultant, but it's the truth. In fact most company's websites are about as useful as a brochure nailed to a tree in the middle of a rain forest. Should it not reach your target audience and if it doesn't result in "client conversions" it's useless.

A website should not cost you a penny! A website (or more accurately, an e-Business Solution) should not be an expense to your company. It should be a balance sheet item that delivers a measurable return on investment.

Most websites are developed without understanding business requirements, such sites are typically created by technical people or by those with little business knowledge. As a result most websites are poorly designed. Technical people don't have any idea about internet marketing or how to drive profits to your business using the internet. This is why most web sites fail.

How many times have you visited a website to find out more about an organisation and have you noticed that a vast number of the sites don't reflect the company branding? Did you know that 80% of internet usage is to do research on products and services? Poorly presented websites can actually damage the reputation of an organisation. Would you expect to receive a handmade business card from a professional business person?

Other sites are developed by graphics designers, these sites may look good but major opportunities to automate business processes might be missed and the website could have technical flaws. As a result such sites rank poorly with search engines.

Websites are also implemented, without any content or technical maintenance plan. Have you noticed when you are surfing that there are sites that state when they were last updated and it was several years ago. That just isn't competitive on the web today. There is often no one specifically responsible for maintaining and monitoring the website or the specific business results that were expected when the investment was made

"A company that neglects its website may be committing commercial suicide. A website is increasingly becoming the gateway to a company's brand, products and services—even if the firm does not sell online. A useless website suggests a useless company, and a rival is only a mouse-click away. But even the coolest website will be lost in cyberspace if people cannot find it, so companies have to ensure that they appear high up in internet search results"

May 13th 2004 Economist

Headquartered in Toronto, Canada, WSI's latest office will be run by Internet Consultant Manoj Shah; providing local businesses with specialised Internet business strategies. His extensive experience across a diverse range of industries provides him with an insight that is guaranteed to benefit any business. Web site: [www.wsi-ebiz-experts.co.uk](http://www.wsi-ebiz-experts.co.uk)

### **How to Chose Stock Photography for your Web Site**

**By Kelly Paal**

So youve decided to take the plunge. You know that stock photography is an effective tool for your web business, but where do you start and how do you choose the stock photo thats right for you. Here are some tips to get you started so that you are happy with your choice.

1. Decide where you want to purchase your stock photography. There are large agencies and small independent photographers. While the agencies will have more to chose from and sometimes lower prices an independent photographer will offer more personalized service and opportunities for you to have custom work done, if that is what you need.
2. Dont go in expecting to find an exact image that is in your head, a large agency or an independent photographer will not have the man in a blue suit, holding a cell phone, next to the white blinds nor will they have the beach landscape with the green and white striped chair. You need to have a clear idea in your head of the message that you want to convey and search for an image that creates the message that you want. (If you want something specific youll have to pay for a photography to shoot to your specifications.)
3. Make use of a free comp image to try out the image and make sure that it fits with your project or web design. Most stock agencies offer some sort of free comp image for position only so that you can make sure that you like what youre going to buy. Please use this option, if available, and make sure that the image is going to convey the message that you want it to.

## Web Sites Dont Work

4. Pay for what you need. Dont pay for a 300 dpi image for a web design, and dont buy a 72 dpi image for something you intend to print. Make sure that the agency or independent photographer offers at least a printable and a web version of every photo. Buy only the size image that you need for your job.

5. How much do you want to pay and for how long to you want to use the image? This comes down to royalty free or rights managed. If you dont want the chance of your competitor using the same image or you plan to use the image on or for a product you may want to look at rights managed. This will cost you more but it will lessen the chance of your competitor using the same image. Keep in mind that if youre using the image for an extended period of time you will have to pay for the use of the image every year or so. If you dont feel that your competitor using the same image is a threat or you dont have the money for rights managed photos look into royalty free photography. This product is also great if youre planning to use the images for an extended period of time.

I hope these tips help to get you started in choosing stock photography for your web site, business, or product. Remember to shop around and look for what you need. Also if an agency or photographer doesnt have what you need ask, you may be surprised how helpful they can be even for specific requests. If you have some specific questions please visit my Photography Forum at:

and post your question there.

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Kelly Paal is a Freelance Nature and Landscape Photographer, exhibiting nationally and internationally. Recently she started her own business Kelly Paal Photography (

). She has an educational background in photography, business, and

commercial art. She enjoys applying graphic design and photography principles to her web design.

How to Chose Stock Photography for your Web Site

Make a Living, Or Simply Get That Extra Money That You Need Working as a Freelancer

How To Get Your Business Online

How to take Great Photos of your Child

Self–Confidence Is The Key To Personal And Professional Success

Hitting the Search Engines

AX Gold's Website Guardian

Super Charged Linking

Page Rank Explorer Pro

How To Find A Topic For Your Ebook



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