

**A general overview of  
essential points for a  
web site structure**

# Introduction

- **A company web site is a modern tool for communicating with all levels of existing or potential business relations as well as the general public**
- **A company web site can reach interested parties on a scale hitherto impossible with traditional means of communication**
- **A company web site is a measure of the level of Information Technology the organization has reached**
- **Topics can be accessed in the form of menus or in the form of buttons**

# Home page (entry page)

- Logo, corporate name, symbolizing picture and the major contents of the site: these should contain a message e.g. USP to attract visitors to explore the site

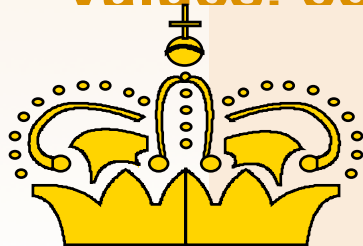
- **A FIST IMPRESSION OF COMPANY PHILOSOPHY AND STRATEGY**

- Buttons for: News, Press, Languages, Important links, (individual solutions)

# History flash and major goals

- **Some flash on the company's history is always useful but this section also gives an ideal opportunity to make statements about objectives and strategy for the future**

- **This is where you can make the company attractive! Core business, specialties, ethical values. ecc.**



- **Make a statement of your priorities:**

- Customers satisfaction
- Employees satisfaction and pride of membership
- Shareholder value; why are shares a good buy

# Major product lines, services

- This is the area where various levels of interactivity from e-commerce to e-business solutions are organized
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- Possibility for request of offers and proposals using forms that guide the visitor and influence the request to favor standard products
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- Level of interactivity from pop-up menus to sophisticated levels of e-commerce and e-business
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# Research and development

- This is the area where R & D programs are highlighted, a topic which is not only applicable to manufacturing organizations
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- The R & D process has recently gained in importance with the norms ISO 9000 : 2000 series

# Environmental matters

- This is the area where the company shows how these important matters are addressed
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- Environmental care inside the company premises for employee protection
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- Environmental care outside the company premises. in the neighborhood



# Shareholder information

- **Consider the possibility of using extranet for extended access to selected information**

# Contacts

- **full addresses**
- **e-mail addresses**
- **possibility for feedback**

# Conclusion

- A web site must be given a clear function and objective within the corporate philosophy and strategy
- A web site is useful for parties who have something to sell or something to say
- A web site must be search engine friendly; a major feature of the world wide web is exposure, a meeting point for supply and demand
- A web site must be fast; visitors leave slow sites
- The content must be presented in a pleasant and easily understandable way
- Constant up-dating and renewing is essential