Enhanced Framework for Building Successful Website for Informative Companies

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ABSTRACT

No doubt that there is a great demand on digital era. Reaching millions of customers using internet encourages all companies regardless of their types to build their own websites and market their products, services and information through internet. In this paper, an enhanced framework is developed which can be used from different types of informative companies to build a successful website. The established framework is specified for informative and news sites such as CNN, BBC, Wikipedia, and Aljazeera and can be adapted and customized to fit companies' needs. Additionally, detailed analysis of all factors that affect building successful websites from different perspectives has been conducted. Further, all successful factors which must be embedded in any informative site and how each one can affect the overall process of delivering information to customers have been demonstrated.

Keywords

Informative sites, Successful Website Framework, building a framework, Marketing.

1. INTRODUCTION

E-marketing is also known as web marketing, it is referred to all forms of digital marketing which includes marketing via e-mail, and wireless media [1]. Internet is an interactive medium and it is one of the most important channels for marketing and distributing products all over the world. Using internet, producers can reach and deal with millions of customers. Online medium provides customers with several choices. Also internet allows producers to locate customers, recognize their needs and communicate with relatively low costs [2].

Nowadays, Digital technology is frequently used in advertising. Simply E-marketing means that you can reach millions of customers every day. Clearly it can be seen that E-marketing has many advantages which impose customers headed for digital marketing. Companies that use digital marketing can increase its market size, reduce cost and increase revenue. Return on investment (ROI) on E-marketing beat that of traditional marketing when it is implemented properly [3,4].

All companies which struggle to still and survive in digital era must work to gain loyalty of their customers. Acquiring customers' loyalty requires working hard to deliver high quality products with minimum prices. Moreover companies must do more than creating new technology and tools to attract customers; they need to understand all SWOT in digital

technology. No doubt that those companies use internet as a media for selling their goods for several reasons such as cost-effectiveness, reaching more customers, identifying customers' needs, convenience for customers, and communicating with customers [5,6].

Actually there are few definitions on informative websites; one of them is that informative websites are built for the purpose of providing information. They can include anything like News websites, Science websites, Encyclopedias, Business news websites, Websites giving analysis on some subjects, Medical information websites, Educational websites, University/college/school websites and others [7].

No doubt that these types of websites are very important in our lives. Accessing news websites is very important for a large number of people daily. Also science and educational websites is accessed by almost a great number of students and researchers who search for knowledge. Beside that we can say that the availability of the internet in low costs allow users to access internet at any time to search for any piece of information without suffering and wasting a huge amount of time.

In this paper, an enhanced framework has been developed for building a successful website. Additionally, detailed analysis of all factors that affect building successful websites from different perspectives has been conducted. Furthermore, all successful factors which must be embedded in any informative site and how each one can affect the overall process of delivering information to customers have been demonstrated.

2. PREVIOUS STUDIES

Efthymios Constantinides [8]: the author reviews the criticism on the role of the marketing mix 4Ps model as the pattern of the traditional marketing. Also this paper evaluates the main role of electronic-commerce defined markets. He mentions that the role of the 4Ps in an online location is relatively different from their role in a traditional market environment. Also the 4S framework defines the main elements of an E-commerce project in a simple and practical way. Authors also demonstrate that E-commerce plans are drafted on the basis of the 4S methodology which will save considerable time in creating and implementing the online project. Besides that the website's competitive advantages must be based on its market orientation and the customer web experience rather than technology.

Rashad Yazdanifard [9]: the author shows that the internet is a marketing channel used by advertisers, marketers, and society to find the right combination of marketing mix to best suit customers' needs. Also Companies need to protect themselves in three areas: data reliability, confidentiality and validity by installing firewalls or routers.

Medha Behera [10]: the author shows that marketing professionals use many tactics to attract their customers. Results reveal that there are two ideas for marketing mix: 4Ps and 7Ps. The concept of 4Ps has been long used for the product industry while the latter has emerged as a successful proposition for the service industry.

Deniss Ščeuļovs [11]: the author explains and assesses potential internal and external actors which influence company e-marketing actions. Research result shows that external and internal factors may be divided into three main groups – direct, indirect and situational factors.

Vinod Kumar [12]: the author demonstrates that the success of e-government depends on how well the users will deal and use the services. In this paper authors propose a conceptual model of e-government adoption by drawing on the vast marketing and information systems literature on the adoption of the Internet by individuals.

Miles and Snow's [13]: the authors express a framework using strategy, structure and process variables to make a distinction between four generic strategies based on how companies respond to environmental changes. The four generic strategies are distinguished as Prospectors, Defenders, Analyzers and Reactors.

Carmen Lages [14]: the author proposes a conceptual framework and this framework links five factors: internal and external forces, past web and firm performance, current web and firm performance, and e-marketing strategy in terms of the strategy defined for Web-Design, Web-Promotion, Web-Price, and Web-CRM. He shows that there seems to be a need to assess what is really happening in the managerial world.

David Bain [15]: the author indicates 13 pillars for internet marketing. His pillars are keyword search, website design, blog technology...etc. He presents the important of internet marketing and how to implement it. He strongly believes that companies need to understand internet marketing methods in-house. So that they can understand why things need to be done.

Bicknell [16]: the author presents guidelines for companies to develop their E-commerce strategy. His model has been compiled by the author's training and experience of both management and technical issues.

Othman Aman, [17]: the author focuses on the barriers doing online business by Akapiman Enterprise. In his research the case study indicates that the 4Ps ((Price, products, place and promotion) are significant elements in marketing. The results indicate the weakness of promotion as part of 4Ps plays a central task in business flow.

Richard C. Becherer [18]: the author examines the internet auction phenomenon. Also he says that literature review points to the online auction selling which cannot be studied to the amount that other areas of the internet have been studied.

His investigation attempts to understand the characteristics, attitudes, and strategies of online auction sellers and should help future theory building by providing researchers with a foundation for hypothesis development.

A report by Beers Design [19] indicates seven qualities of high successful websites. Some of these qualities are content, design, keep content fresh, and search engine. They mention that using right techniques and knowledge will result in a more successful website.

Mohammed Rafiq [20]: the author shows that the 4Ps framework is thought to be most relevant for introductory marketing and consumer marketing. He suggests that the 7Ps framework has already achieved a high degree of acceptance as a generic marketing mix among his sample of respondents.

Chai lee [21]: the author provides an idea to the marketers and his study can be used as a tool to assist marketers in pursuing their marketing objectives. He says that new Ps was introduced by in the marketing scene in order to face up into a highly competitive charged environment. He demonstrates that the 4Ps in spite of its deficiencies remain a staple of the marketing mix.

Lovelock, C. and Wirtz [22]: the authors provide 8Ps of marketing. The 8 Ps of Marketing are Product, Place and Time, Price, Promotion, Process, Physical Environment, People, and Productivity and Quality. Each one can be used in marketing to present unique selling points and to add value to your offering.

E. Constantinidesi [23]: the author considers the current standing of the 4Ps Marketing Mix framework as the dominant marketing management paradigm and categorizes market developments, environmental changes, and movements, as well as changing academic attitudes likely to affect the future of the Mix as theoretical concept and also the favorite management tool of marketing practitioners. He also reviewed the criticism on the 4P's stemming from five "traditional" marketing areas – Consumer, Relationship, Services, Retail, Industrial - and the emerging field of Electronic Marketing.

Elisante ole Gabriel [24]: the author addresses issues of Marketing Mix in a more expanded form, from a managerial emphasis. The traditional Marketing Mix has been known and operational for a long time. The additional three Ps to the commonly known 4Ps will be discussed to get the expanded marketing mix, which consists of 7Ps. The three additional Ps are People, Physical aspects and Process information. For a system to work correctly, both the hardware and software parts need to be coordinated. Therefore, the 4Ps need to be properly combined with the 3Ps for a company to achieve a Sustainable Competitive Advantage.

3. INTERNET-MARKETING

Several studies and statistics in 2001 indicate that the number of users of internet amount to approximately 151 million. This number is increased to 231 million in 2005 [25]. Other studies indicate that recent internet users in March 31, 2011 are 2,095,006,005 [26]. This number of users will certainly increase day by day and year by year according to the low prices of personal computers and laptops in the market. This means that all successful e-marketing companies need to have

intelligent people with good visions of the future and they also need strategic thinkers focusing on future and how it could be. This requires to understand customers' needs, requirements, and focusing on products and their specification. Successful executives have to know when to promote their products and how to be competitive in huge markets.

Internet marketing refers to advertising products, services, media, goods, and any things on the internet. The number of websites is double every 53 days [27, 28]. Also another study says that 60% of large size company and 30% of midsize companies are predictable to make use of internet by the year 2000 [29]. No doubt that www is an effective electronic technology regardless of the business type. The internet allows any firm to open its website and make its products available to millions of customers [30].

There is a huge demand on digital world. In 2012, more than 1.4 billion people around the world are using social networks. Also by 2016 over a quarter of the world will be using location based services [31]. Marketing online has become dominant in the new era since it arrives customers with an accepted cost. Also most people can use the web since it is easy accessible. [29,32,33]

In summary we can identify several advantages of internet marketing such as low advertising cost, easy to access, effectiveness, responding to customers' expectations, companies can reach large number of customers, relatively inexpensive, in addition to others benefits. The rest of this paper will focus on how to create an informative website that can still and survive among millions of informative websites.

4. E-MARKETING STRATEGY AND SUCCESSFUL WEBSITES

Nowadays; most informative sites such as CNN, BBC, Wikipedia and Aljazeera are trying to build their position in market through building an attractive website. Building attractive, comprehensive, friendly sites needs short term and

long term planning. All companies have to use a strategy referring to how those companies deal with suppliers, customers, and competitors. The crucial goal for building any electronic marketing strategy is to attract a huge number of customers and acquiring their loyalty. Doing this requires good preparation, planning, identifying market needs, customer needs, and so many other things based on business type and location. Besides that we have to mention that online marketing may affect traditional marketing in several ways such as the technology used in e-marketing may increase productivity. [34,35].

In digital era, internet is public, cooperative and self sustaining facility accessible to hundreds of millions of people worldwide [36]. Also all companies have to identify its own strategy based on information collected from its environment. Beside that strategy as broad direction of the company, reflects its reaction based on information from the environment. E-marketing is a fact which can't be ignored by any successful company. There is a direct advantage in terms of cost saving, increasing revenue and efficiency [37,38,39].

5. FRAMEWORK FOR BUILDING SUCCESSFUL WEBSITES

Digital era means that there are no barriers on time and physical location. E-marketing has become dominant and necessary since it becomes with acceptable cost. Also since internet marketing has more resources than traditional marketing this make it more considerable and more attractable.

Building successful websites needs passing through three main stages: planning and analysis, design and implementation and maintenance and updating (Figure 1). Each one of these three stages has its own characteristics and features. These characteristics and features vary according to business types and target audiences.

Figure 1: Main stages of building successful website.

Internet marketing has several advantages and values such as fast, flexible, suitable, no time restriction, huge amount of resources, time saving, and two way communications and could be used to build customer faithfulness around the world. This means that this website must have some specifications and values which enhance its appearance and makes it more suitable for the huge number of customers around the world.

First of all, website likes salesperson that doesn't sleep. Website is available 24 hours in each day, 7 days a week and 365 days a year. Website builder must identify website audience. Identifying website builder is very important and

plays a big role in how website will appear and look. For example an educational website for schools definitely needs different styles than business site. Also identifying audience helps website builders to identify contents of the website and how content can reach audience.

Designing more professional informative website plays a great role in attracting audience. This means that the design must be clear and nice-looking. Also website builder must recognize if website needs search engine or not and must be loaded as fast as possible.

Updating website content is very important for many types of sites such as news, educational, and advertising websites. Updating content means that customers or website visitors will try to keep in touch to access the last update of information. Any delay in updating the website content may lead visitors to search for another informative website to have information.

One of the main important things of informative websites is that it must be able to attract new visitors. Building an attracting site that cause visitors to come back and access company site frequently is a very complicated process. This means that website must have two way communications with customers to identify their needs, analyze them and respond. Using forum can help customers to identify their needs and respond to them early.

Figure 2 shows the suggested framework for building a successful informative website, which can be used for most types of companies. This framework can be adapted and customized with slight modifications to fit any informative organization. Detail of each part of the framework is given as follows.

Figure 2: Framework for building a successful website.

5.1 Planning and Analysis

Choosing a suitable name is very important and can provide customers knowledge about their business types. Also it can make it easy or difficult for customers to remember your informative website address. Identifying competitors can enhance company understanding of its market and how competitors can deal with customer's interests. Identifying the contents of website is a crucial point. Success or failure of website mainly based on website content. For example, if website is educational you have to be sure that all information and data which are available on website is accurate and suitable for all types of readers. This point is very important and authors think that website builders and planners must give a great focus and prepare well to identify website content after suitable analysis for all competitors in market. Additionally, builders have to identify accurately what website can add to our target audience.

Languages available in website are also an important key and can play a great role in success or failure of website. For example, an educational website using Arabic language means that website target audience is only in Arab world. Another example is wikipedia.org. Wikipedia is available in 10 languages which makes it not only successful but also well known all over the world. Authors think building a commercial website requires that website builders must make their website available in several languages and not only a local language.

5.2 Design and Implementation

Speed is a very important aspect which all websites must give a special concern. Any website must be loaded as fast as possible. Getting this merit requires taking into consideration several aspects such as server type, code, layout, and images. It is very important to consider all aspects and things to get a website loaded as fast as possible. Styles used in websites must be consistent. If pages of a website are corrupted during browsing this will cause people to leave website and be upset. Also the availability of contact details may cause people to contact with website builders and send their notes and recommendations to company. Keeping in touch with customers and responding to their notes and recommendations is a key success for any successful website.

Selecting a proper programming language is very important. Nowadays we have different programming languages for building websites such as java scripts, PHP, HTML, and CSS...etc. selecting one of them or using a combination of more than one coding techniques is crucial. No doubt that website content and details play a great role in taking such a decision.

5.3 Maintenance and Updating

Updating content of website can play the key of success of any website. News sites like Aljazeera news, CNN, and BBC website builders have to update content frequently and under some circumstances it has to be updated every hour. Delay in updating, may result in overwhelming effects. Attracting new customers can be achieved with some visual effects or some types of advertising based on new urgent technology or actions.

Layout and color amendment between times can be helpful. No doubt, keeping website with a static layout and color for along time is unwanted. Another important thing which can increase access to a website is adding suitable flashes and media (video, sound, images...etc). Selecting proper flashes

and media is done based on collecting information from customers based on needs and requirements.

5.4 Web Design

Website design can't be ignored and it must be created in a way that attract visitors and be effective to acquire their allegiance. The design must be user friendly, which means that suitable colors, layout, font size and type...etc must be given special attention. Doing this require hiring professional staff and designers.

Using suitable icons could be considered one of the main points which can also attract customers. The designers of websites must attach the website with media, images, and suitable icons. Taking this into consideration in earlier stage may cause website builders and companies to select suitable servers and platforms. Interaction and navigation in website is very important. Interaction can be represented in different forms. One form of interaction is using forums to communicate with customers and respond to their needs. Navigation allows users to interact with website and increase their loyalty.

Actually it is not easy to say that this website is successful while the other is not. But simply if you try to read the news through internet and you always access Aljazeera or BBC website to perform this task. We can say that this website gain your loyalty and trust. Also if you are trying to get some information about anything you can find hundreds of sites talking about what ever you want. But if you first try Wikipedia, definitely we can say that website is successful.

Authors think that there are a set of factors such as design, content, interface, speed...etc which can play together a main factor for the success or failure of any web site. Success or failure will not depend in any way on a one factor. They also say that if the informative web site is new and not well known then its success or failure will mainly depend on its design and content.

6. CONCLUSION

A general framework for building a successful informative website has been presented. The aim of building the framework is to act as a link between companies and customers. The website must be built using several characteristics and guidelines. We have created the framework and identify three main stages to follow during building the website. The first stage is the planning and analysis, which includes several points to emphasize on, such as domain name, identifying competitors, promotion, identifying content, and identifying audience. This stage refers to the main guidelines to analyze market and identify its needs. Also, in this stage website builders must identify their target audience and if the website must be built using several languages. The second stage is the design and implementation which consists of speed, consistency, coding and techniques. This stage deals with using suitable programming language and coding techniques. Additionally, suitable platform must be identified. Also, website builders must take into consideration that website must have the capability to respond to the new needs or any other urgent issues. The third stage is the maintenance and updating, which focuses on updating content, attracting new users, and changing layout/color. Website builder must concentrate on continuing updating and attracting new visitors to keep the website alive. This stage is very important since customers always search for last update of information and

news. For example, if a website is a news site, like Aljazeera.net, CNN.net...etc. any delay in updating content may lead visitors to search for another website to get their needs and this may lead to losing customers' loyalty.

The Web design stage is purely technical and it is the responsibility of programmers, interface designers, and producer of the web to keep their design up to date, flexible, friendly, and easy to interact. It can be seen that the suggested framework can be helpful for most types of informative sites. Following this framework can be resulted in a successful informative website. Also the continuous updating and maintenance of any web site is a key success for any website. Additionally, no doubt that informative and news sites will be a success based on continued updating and on the accuracy of its content. Readers always search for accurate and useful information and this is the heart for achievement in these types of websites.

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