# Notes

## Web Thesis Session - 18th January 2012 (Business Crit)

- General Notes
  - Elevator pitch - punchy (Problem, Solution, Value, USP)
  - "Decide what not to do"
  - Q&A/Forum - register yourself several times and add content/answers
  - Data Protection Issues
    - T&C's generator (on-line tools)
    - Opt in policy ?
  - USP ?
  - Facebook connect plug ins
  - Adwords
  - Keyword Strategy - need to look at how people are getting to youir site
  - Google Adwords tools?
  - Good website gives credibility
  - Facebook API
  - Have a look at ClearLeft website for portfolio type ideas, http://clearleft.com
  - Quality - the quality of the site will help promote the business ??
- Critique
  - Focus
    - Specialise rather than generalise? Perhaps look for other specialist markets
    - Focus? - what is the focus of the website/business
    - Manifesto - the philosophy behind what you are doing (business vision of the site - is it new business opportunity?)
    - Avoid stereotype - change customer perception
  - Style
    - Approachable, professional, cheap advertising
    - UGC
      - People have a reason to revisit
  - Geographic area, for web services (local service)
  - Adwords campaign
- Other Comments
  - Diversification is not always good
  - Are you just doing this because you are short of business?
  - Too many web design companies - just an add on?
  - Perhaps better to create a new business - we specialise in websites
  - An issue of perception
  - *New brand perhaps

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