

# 13. Website Establishment

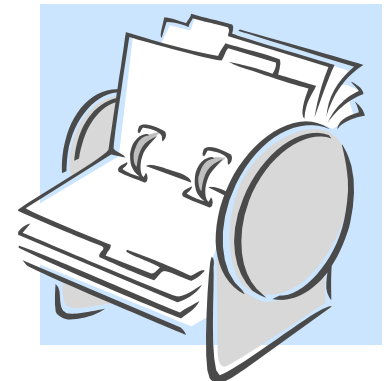
## Website Establishment



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

# Contents

- 01. E-Commerce Waves
- 02. E-Commerce Marketing
- 03. E-Commerce Environments
- 04. E-Commerce Consumer Behaviors
- 05. E-Commerce Marketing Researches
- 06. E-Commerce Marketing Goal
- 07. Segmentation, Targeting, and Positioning
- 08. E-Commerce Marketing Mix – Collaboration
- 09. E-Commerce Marketing Mix – Contentware
- 10. E-Commerce Marketing Mix – Commitment
- 11. E-Commerce Marketing Mix – Communication
- 12. E-Commerce Marketing Mix – Channel
- **13. Website Establishment**
- 14. Integrated Marketing Strategy
- 15. Internet Society and Law



# 13. Website Establishment

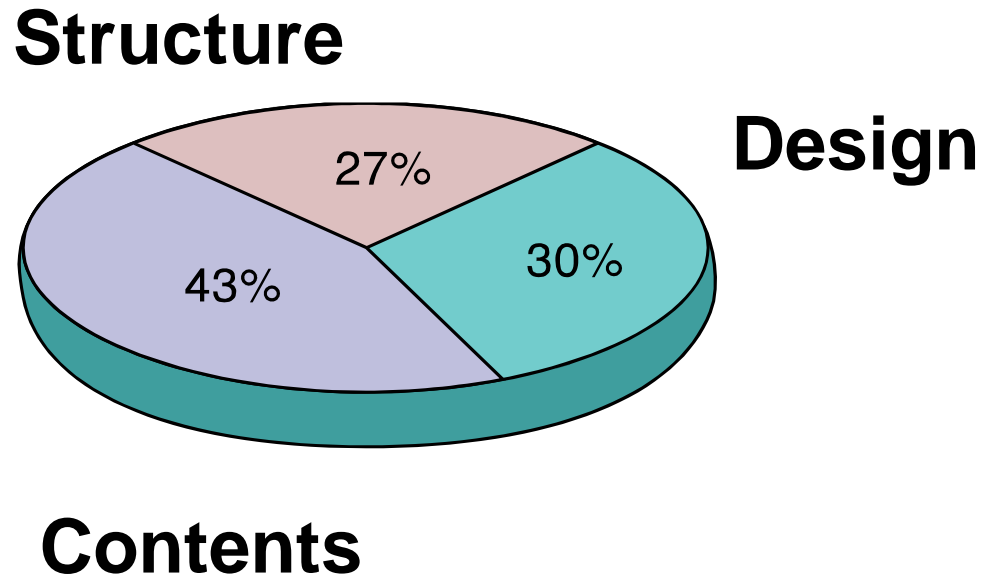
## Website Establishment



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# 01. Website Components

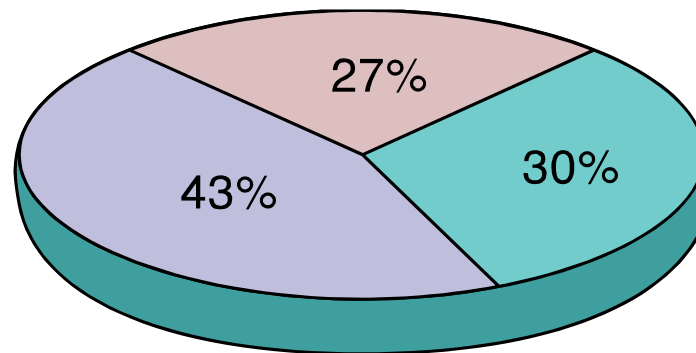
- Components of Website
  - 1) Contents
  - 2) Structure
  - 3) Design



# 01. Website Components

- Components of Website
  - 1) Contents
    - All concepts including information and services that are provided to a customer on the web.
    - Good content = well-customized and customer-centric content

**Structure**



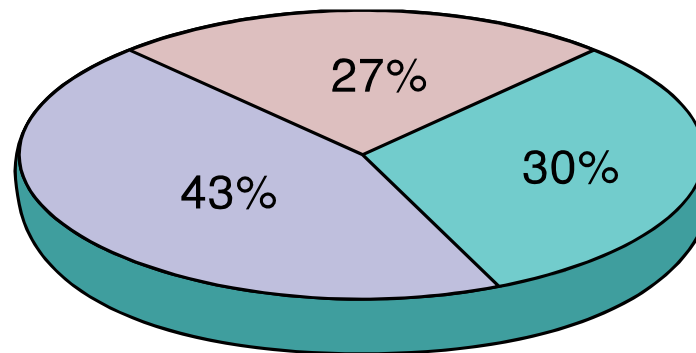
**Design**

**Contents**

# 01. Website Components

- Components of Website
  - 2) Structure
    - Structure: systemization of contents
    - Navigation: Paths among systemized structures
    - Good content is accessible if structure and navigation is well prepared.

**Structure**



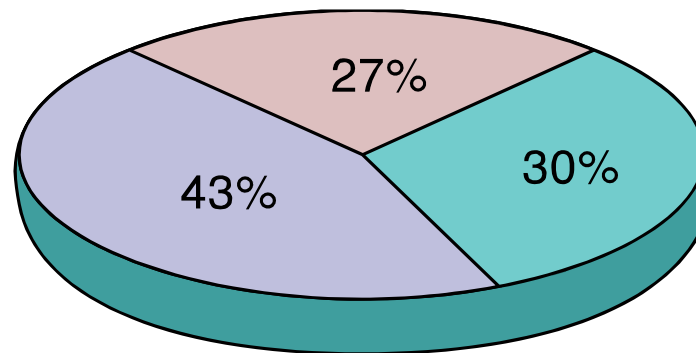
**Design**

**Contents**

# 01. Website Components

- Components of Website
  - 3) Design
    - Harmony of contents
    - Design satisfies emotional as well as cognitive needs of a customer.

**Structure**



**Design**

**Contents**

## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 01) Organizing a project-team
  - 02) Setting goals
  - 03) Making strategic plans
  - 04) Establishing network
  - 05) Registering a domain
  - 06) Deciding contents
  - 07) Design and coding a website
  - 08) Checking related regulations
  - 09) Checking the last
  - 10) Promoting the website
  - 11) Maintaining the website





## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 01) Organizing a project-team
    - Led by marketing team, but information systems team
    - Participants
      - Marketing workers
      - Ad workers
      - IS workers
      - Web designers



- 01) Organizing a project-team
- 02) Setting goals
- 03) Making strategic plans
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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 02) Setting goals
    - Mission
    - Purpose
    - Goal(objective)
    - Critical success factor (CSF)



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 03) Making strategic plans
    - Analyzing markets
    - Selecting a target market
    - Creating notion of to-be website
    - Making time schedule
    - Making expected effects



- 01) Organizing a project-team
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- **03) Making strategic plans**
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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 04) Establishing network
    - Considering
      - In-housing
      - Out-sourcing
      - Packaging(lease or rental)



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# 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 05) Registering a domain

The screenshot shows the Whois.com website interface. The main section is titled "Find your Domain Name" and includes a search form with the following options:

- Enter Domain Name: [Text Input]
- Choose your Extension:
  - com
  - net
  - org
  - info
  - biz
  - mobi
  - us
  - co.uk
  - in
  - co
  - eu
  - tv

Below the search form is a "Domain Pricing Details" table:

Extension	Price	Extension	Price	Extension	Price	Extension	Price
.com	\$9.88	.net	\$9.88	.org	\$9.88	.info	\$9.88
.biz	\$8.88 SALE!	.mobi	\$19.88	.us	\$9.88	.co.uk	\$6.88
.in	\$3.88 SALE!	.co	\$22.88 SALE!	.eu	\$5.88 SALE!	.tv	\$34.88

Additional features listed include:

- FREE! with every Domain Name
- Multi
- 2 Email Accounts
- Privacy Protection
- DNS Service
- Domain Forwarding
- Mail Forwarding

At the bottom, there are promotional banners for "Email Hosting" (starting at \$1.00 onwards) and "Website Design" (Get a Website! Fast. Easy. Professional. from \$3.88 to \$1.88).

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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 06) Deciding contents
    - Considering needed information
    - Considering the scope of information
    - Deciding how to collect information
      - Primary source
      - Secondary source
    - Deciding how to express information
      - Text
      - Image
      - Animation
      - Sound
      - ...



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 07) Design and coding a website
    - Design
      - Storyboard(description/function of each screen)
      - Navigation(menu)
    - Considering
      - In-housing
      - Out-sourcing
      - Package



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 08) Checking related regulations
    - Copyright/copyleft
    - Intellectual property
    - Tax/tariff



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 09) Checking the last
    - Gap analysis between objectives and results



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 10) Promoting the website
    - Online promotion
    - Offline promotion



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## 02. Website-Establishing Procedure

- Stages of Website-Establishing Procedure
  - 11) Maintaining the website
    - Perfective maintenance
    - Adaptive maintenance
    - Corrective maintenance



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# 03. Website Evaluation

- Website Satisfaction Research
  - Decision tree model for satisfaction

