

“Business Website” – Powerful Tool for being global

In current era, the world is undergoing the radical changes and It's the change to become digital. From children to adults and from consumers to businesses the world is revolutionizing from offline to online. As per the research (June 2017), 51% (half) of the world's population is on internet in their daily life. Therefore, we can say that “Digitization” is affecting the way we communicate, deal and interact with others, even our preferences for entertainment has also changed. Just like our daily lives, Business has also revolutionized and become a synchronized & speedy experience now. Modes of communication and interaction within (with employees) or outside (with suppliers & customers) the organization has been completely changed over the time. Therefore, the entrepreneurs should adopt the technological changes not only in the production but also in the marketing and communication side. If we talk about the international business, it's not a secret that almost all businesses need a web presence to compete in today's digital age. This is true not only for settled businesses but also significant for new businesses to keep and maintain the quality website.

In daily routine, we have heard the following excuses thousands times:

- "I'm just a small businessman... Why would I need to build a comprehensive & expensive website?"
- "Designing a website sounds like so much works, would it be worth it for me at initial stage?"
- "Why bother for a website? Have not much finance to waste on it, rather than on production."

A business website is basically the face of business, and having a good website is one of the most important tools in helping them to communicate with all the viewers/customers. A high quality, user friendly website is crucial if you want to create the positive perception of your business internationally. Website design should visually appeal the viewers that will increase customer's engagement and urged them to spend more time on your website. Some businesses do just fine with a simple informational website that consist 3 to 5 pages, and covers all the basics e.g. home page, information about company/business, about services, contact information, and perhaps information about the types of clients you serve or testimonials from the satisfied clients.

Connecting the said facts with our Sialkot Export Industry, where 99% of the products are exported round the globe, it is significant to understand that the websites are basically a reflection of the business in our customer's eye. When we talk about Business Website and being updated and online as a businessman, there are some following reasons behind this;

1. International Trend: Online trade has become a normal activity for many internet users. In current era, foreign businessmen definitely visit the websites even before dealing with any firm/company to get knowhow about the company, its products & services etc.

2. Global Presence: Sialkot Industry has a trend to approach & serve the international market as an export oriented city. Here, It is pertinent for an entrepreneur to make sure his/her global presence and a website gives you a global footprint exposing you to international market. Therefore, Business information must always be available, people from all over the world can visit your website anytime; and inquire about the products or services that you offer.

3. Enhance the Credibility of Business: Now, majority of the earth's population frequently use internet, a website is the best way to present your company and to enhance the credibility of the business, as the international buyers are more serious to do business with the companies which have strong presence on their websites.

4. Search Engine Optimization: Business Website should design to be an effective Internet marketing tool for a business that will generate and increase your website traffic. This internet marketing technique is referred to as “SEO”. By generating quality backlinks (incoming links) and creating optimized content, a website or a page tended to rank higher on all major search engines, including Google.

5. 24/7 Reach: Your website is basically your sales machine, always open and available! Having a website allows customers to purchase from you 24/7 (all the time). it is important to understand that

when anyone desire to access international market for business, he/she should welcome the customers all the time and must available (virtually, not physically) to their customers 24 hours a day, and it can be possible through the website.

6. Business Goals: Website can also help you to sell products and services with an online shopping cart, grow your contact list through a newsletter sign-up, answer journalists' questions through a press room, or educate potential clients through an articles section. There are many other things that a website can do for a business, so must focus on designs and discuss with designer about your specific business goals and creating a website that will get you there.

These are the benefits a business can get from a proper working on a website. No doubt, a heavy investment in terms of time & money required to get a good website designed, coded, hosted, and occasionally maintained; but when we realized that how much it will pay back to a business, it will considered as worthy as other assets. Here are some technical suggestions to design a good website;

- Web visitors are primarily hunters, they hunt for information, and if you don't give them what they needed, they'll go elsewhere. Therefore, all necessary particulars and relevant information must be uploaded and updated timely.
- Bad navigation and information architecture (the way you structure your content) can cost you in lost sales. So keep it simple and intuitive, because it works.
- On the web, content is “king”, and quality content is the reason why websites get repeat visitors, and ultimately customers. Therefore, by putting yourself in your customers' shoes and answering every question they could possibly have about your product or service. You might generate solid content for displaying on your website.
- Search Engine Optimization (SEO) is the process of optimize your website so that it comes up in search engine results for certain keywords. The better optimized your website is, the higher up your search engine ranking will be. It can be done through the following steps;
 - i) Research the keywords you want to rank highly in search engines.
 - ii) Use those keywords in your content.
 - iii) Links are considered “currency” on the web; therefore, try getting links to your website in good content on high-ranking websites. Links to your site are known as backlinks, and are at their most valuable when you include the keywords in a natural way. This is because it tells search engines that your website is trusted, which makes them more likely to push you up the search rankings, meaning your site will appear higher in a keyword search.
- Search engines love the fresh content, and so do website visitors. The easiest way to keep your content fresh is by having a blog on your website. It's a great way of communicating with your customers, building up an audience, increasing traffic to your website and generally making a name for yourself in your industry.
- Ultimately, your customers are human, not virtual; so make sure your contact details are clearly visible on website, because most of the viewers are more likely to contact directly. And obviously it is important for entrepreneur to be active in replying/responding to the customers/viewers.
- Offer visitors with quick and flexible answers to their needs.
- Post testimonials from satisfied customers.
- Provide visitors with a comment section and make sure you respond in a timely manner.
- Don't be excited to test your website on your desktop computer only and think it's all loading quickly. Because connection speeds can differ around the world and many people may be accessing your website on their smart phones on a slower connection. So that it is pertinent to make sure that the images and other media are optimized and are downloading within a couple of seconds with not too many large items on one page.
- Make sure your target audience can access your information quickly and easily. If your website is not working properly and effectively, people will switch off quickly and the search engines will also downgrade your website, reducing the global reach of your website.
- Make sure that website works in all of the latest browsers and a few older ones as well. That includes Chrome, Firefox, Internet Explorer, Safari on Mac, Android and I-phones. It is necessary that a website is accessible to people with disabilities, because it will also be helpful for the global reach and also help a website to be found in the search engines.

- It is important feature but depending upon the budget, that you would get professional translation of your content of website. In the time of ever changing content, this practice will definitely be difficult and expensive. Auto-translation is another option for the said purpose e.g. Google Translate. This is handy as it means you don't have to re-translate your website every time the content changes.
- Template is also an important part of the website development. So that try and avoid text embedded as a graphic. Therefore, website template needs to be flexible enough so that it looks presentable no matter which language is used.
- Businessman must check the accessibility of the website and its working; how does your site look in other countries? Is it accessible? Can it be found in local search engines? Does it load quickly? The best way to test these things would be to test it from that country or can also use tools such as <http://cloudmonitor.ca.com/en/checkit.php> to gauge loading speed of the website around the world.
- In order to effectively communicate with the target audience through website, it will needed to undertake some research to discover which social media networks are being used by the audience in different countries. The use of different networks varies significantly from country to country and group to group. For example, in some countries, Twitter and Facebook are not the biggest networks and in others, YouTube may be blocked, whereas, in some countries Instagram are popular. With the search engines, Google is often the most popular search engine, but this varies from country to country. Research into your target audience will help you to understand where you should be placing your time and budget in order to adequately spread your message from your website to the search engines and relevant social media networks.

The above cited points are crucial for a business website, as it is an asset for any business and playing pivotal role for business marketing and its growth. If an entrepreneur wants to communicate with the international buyers effectively and want to invite them to make business with him/her; therefore, it will pertinent to focus on the above cited points and the importance of a good website must be considered by all.

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