

# Develop a web site that stands out from the crowd

By Leva Duell

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Attract your audience with a benefit that is different from other web sites. What is your distinct advantage? What separates you from your competition? What is distinctive about your offer? Why should your prospects choose you over others?

Visiting competing web sites will give you ideas about content, design, and features you may need for your web site. Then develop a web site that stands out and distinguishes you from them.

Answer these questions to help you formulate your uniqueness.

- Why should prospects buy from you instead of your competitors?
- What are the most important benefits or results your customers will achieve from your products or services?
- What do you do better than anyone else? Do you possess hard-to-find or specialized expertise?
- Do you offer a free consultation, initial visit, analysis, or better advice?
- What makes your products or services better, unique, or more desirable than your competitors?
- Do you have the lowest prices or the highest quality products in your industry? Do you provide the fastest service, the strongest guarantee, longest hours, or better follow up? Do you keep customers informed with newsletters or information hotlines?

First, determine what makes your online business unique. Then you can emphasize your uniqueness to make your web site stand out and set you apart from your competition.

This article is excerpted from Inside Secrets to Developing a Profitable Web Site.

Visit <http://www.profitablewebstrategies.com/ebook.htm> for more info.

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