Business Website Review

[Name of the Writer]

[Name of the Institution]

Business Website Review

# Functionality of the Website

 For the website that is opting for the consumer business, it is quite important that they should be aiding the consumer in terms of the purchase decision. The idea of aiding in the purchase decisions to make sure that all the insight is being provided to the customer in terms of the decision making rather than using the website to merely display the information at any given point of time. The other thing that has to be noted about the functionality of the website is that it has to provide customer enough options in terms of easing out the decision-making process rather than clustering the business with information that is not necessary in order to make the decision. Keeping this aspect in mind, the website of IKEA is quite useful to make this decision. One of the reasons that the website works well is due to the fact that it provides specific location wise infraction in terms of the location of the outlet as well as the delivery options that are available for the customer at the particular point of time. Not only that, it also makes sure that the customer is able to select from the options in terms of how decision is being made. Comparing it with the website of HP.com. it can be said that here information is merely displayed about the models that are available and there must be a segment for the loading of the complaint, but other them than that, there is not much information that is going to aid the purchase decision. The website is also quite difficult in terms of how it is supposed to be navigated.

# Effectiveness of the Website

 One of the key things that has to be noted about the website is that it should be good enough to make sure that the customer is able to make its decision in terms of the purchase at the given point of time. The idea here is to make sure that how the information is supposed to be relayed to the customer at the particular point of time and how the business decision making rationale is going to be witnessed in terms of the interface of the website. Now, when one looks at the website of the IKEA, it goes to show that how facilitation is being provided to the customer in terms of how they can see that the furniture can be setup in their house, the payment options as well as the other options in terms of the delivery is being provided. There is contact us section where customer is able to seek out the information. Not only that, the other major purpose of the website must be to allow the customer to have enough information from where they can opt for the post purchase information such as warranty and other such constraints. Comparing it with the website of the HP, it can be seen that even though the options are on the limited side, as there are options in terms of the different models and how consumer can compare across them, but other than that, there is not much information that tends to aid the buying process at the given point of time to facilitate the customer in an appropriate manner. Other major feature of such websites should be that they should allow customer to make the decision in an appropriate manner with regards to how the choices that are available and what sort of customization is there for them, and HP does not offer much in that regard.

# How Marketeers Might Make their Website More Effective

 One of the ways through which both the brands can make their website much more effective as it is the common issue in both the website is that the information is provided in lot of clutters and due to that, at times it becomes quite hard to find the required information. Not only that, the interface of the website is such that it becomes quite problematic to make sure that they are being able to be opened on the hand held device such as tablet or mobile phone, and this is another thing that is needed to be amended in these websites. Not only that, there is a need to make sure that these businesses are setting up their websites in the manner that it allows them to modify and create a lighter version of their websites. One of the reasons that such a display is needed is to make sure that the customer have an option in terms of making sure that they can switch to the lighter version if they feel that their internet connection is lagging or the device that they are using is not good enough technically to load it in a rapier manner. It’s easy to create a low-cost website that lets you communicate with customers and sell products or services. Building a great business website involves purchasing a domain name and hosting, creating content, and then using a website builder to customize your design and publish. Business websites are essential to remaining competitive in today’s market. Website content is the copy you write for the pages on your website. Business websites work best when they’re simple, clear, and easy to navigate, with straightforward text and a single call to action on each page. Business websites also tend to have five essential pages, including Home, Products (or Services), About Us, Blog, and Contact Us pages.

**References**

Guheen, M. F., Mitchell, J. D., & Barrese, J. J. (2016). *U.S. Patent No. 7,149,698*. Washington, DC: U.S. Patent and Trademark Office.

Johnson, M. W., Christensen, C. M., & Kagermann, H. (2018). Reinventing your business model. *Harvard business review*, *86*(12), 57-68.

Magretta, J. (2016). Why business models matter.

Teece, D. J. (2017). Business models, business strategy and innovation. *Long range planning*, *43*(2-3), 172-194.