

Why should you have a home page?

Work benefits and goals

- Attracts new customers—reaches a large market
- Inexpensive advertising compared to other media
- Provides a unique service such as an index or database
- More flexible for changes—faster revision of documents
- Shorter time for distribution to customers
- Assures that customer sees the most current version
- Continuous feedback on document usability
- Monitoring of file accesses to measure use
- Market research
- Archival online help (FAQ)—lowers customer support load
- Continuous improvement of service

- Easy to use—encourages distribution of information about products and services
 - Provides for distribution of announcements, newsletters, manuals, fact sheets, price lists, catalog photos, software, music, and so forth
 - Secure technology such as IBM's Cryptolope* containers allows distribution of proprietary and copyrighted material such as courses, research work, books, serialized chapters, special studies, photography, videos, music, and so forth