

Web Business Architecture Blueprint

Tony Murphy



A practical guide to creating and growing a profitable online business

About The Author



Tony Murphy is an experience Web Architect with over 20 years experience developing processes, software and systems.

He has worked on the web since the early days and has designed systems that are used by millions of people on a daily basis. As well as doing business online he runs a successful consultancy and training business.

When he is not working he spends his time with his family (lovely wife Jo and young sons Alex and David) and at the local Karate Dojo.

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Introduction

In this introductory section we will look at what we mean by Web Business Architecture and why I believe that it is so important for an online web business.

What is Web Business Architecture?

Let's start by defining what we mean by Web Business Architecture:

DEFINED: "Web Business Architecture"

Web Business Architecture is a structured process based approach to developing an online web based business that is **profitable**. With the right processes in place your business can grow and be profitable. If you don't have the right processes in place you may be able to grow and profit from your business but it is likely to be a lot harder and take a lot longer.

Why is Web Business Architecture Important?

There are two key reasons why Web Business Architecture is important. First Web Business Architecture gives you a way to think about your web business that helps you to focus on what you need to do in order to be successful online. Second it provides a process based Blueprint that acts as a checklist to help make sure that you have covered all the aspects of running a successful online business.

Aside: Next time anyone asks what you do for a living or what your special web project is - tell them you are a Web Business Architect. They should be impressed :-)

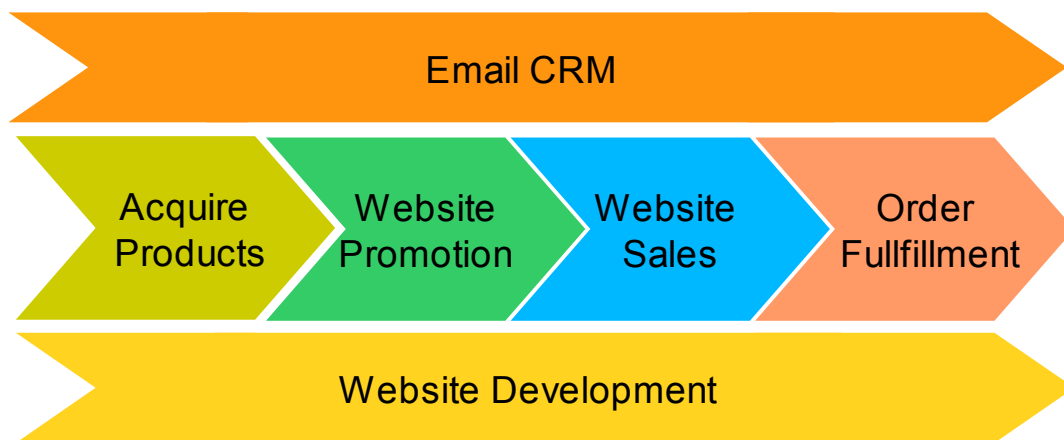
There are other ways to model or think about a web business. For example we might think about our online business as a website with a set of web pages - in fact this is what most people do. However by thinking in terms of web pages it is easily to lose sight of the big picture and instead of focusing on how to improve our profits we can get distracted by something as simple as a web page that does not look as good as it could. Yes the page could probably do with a makeover, but promoting your business online is much more important.

My experience is that the process based approach presented in this report is

very practical and almost forces you to think about your website as a business rather than a set of technologies or web pages. So think business and not just website.

What are the Web Business Architecture Processes?

As we stated above Web Business Architecture is best seen as a set of processes and in the diagram below we have identified the six main processes that make up a good Web Business Architecture. The idea is that in order for you to have a profitable web business all six processes need to be in place and working well. If you have only three or four of these processes in place then you are at best leaving money on the table and at worst you are losing money.



For each process to work well you need to have the right tools (eg software), techniques (eg sales pages) and skills (eg copywriting) in place. This may seem like a tall order but it does not have to be complicated. Web Business Architecture can work equally well for a small single product online business all the way up to major corporate businesses. In this report I will focus on the websites built by individual entrepreneurs and small businesses.

Note that the terms web business, online business and website all refer to the same thing - your online web business which is conducted via a website.

The Six Web Business Architecture Processes

In no particular order of importance here are some brief descriptions of each of the above six processes. In later sections we will look in detail at each one. Some of the terms used here may be unfamiliar to you but all of them will be explained in later sections:

Acquire Products

This is the process of either developing your own products or identifying other peoples products that you are going to market and sell online.

Website Development

This is the process of developing and maintaining your website so that it grows with your business.

Website Promotion

This is the process of promoting your website through techniques such PPC (explained later) so that it gets as much good web traffic as possible.

Website Sales

This is the process of selling to your website visitors through sales pages, squeeze pages, and generally how your website is constructed.

Order Fulfillment

This is the process of taking orders for your products or services and delivering them to your customers.

Email CRM

Email CRM (Customer Relationship Management) is the process of building a relationship with your prospects and customers using email. On the web the primary proven way to build a relationship with your customers is through email.

In this section we have covered what Web Business Architecture is, why it is important for your business and what the six key processes are. In the following sections we will look at each of the six processes in detail.

The Acquire Products Process

If you already have a business then you will want to market your current and planned products. However if you are starting out then there are a number of options that you have:

Option 1 - Develop Your Own Product

I could have called this process Product Development but I have learned from experience that it is often easier to market other peoples products rather than develop your own. Many people spend months even years developing a product only to find that the market for their product is small or nonexistent. An essential part of Web Business Architecture is having a business that is profitable - if you are spending too much time on product development then you may have some great products, but you won't have a profitable business.

Aside: Obviously if you have a team working with or for you then some team members can be focused on product research and development while others are focused on Marketing - but not everyone has this luxury :-)

This is not to say that you should never develop your own products. I sometimes develop my own products - like this report. You just need to be careful that you don't spend all your time developing and refining a product at the expense of promoting your business. So develop your own products if thats what you really want to do but make sure that you check out the market first.

Option 2 - Market Affiliate or Private label Products

To succeed online you need to get experience and rather than develop your own product I recommend that you first start to market an affiliate or private label product. First some definitions:

DEFINITION: "Affiliate Product"

An affiliate product is where you sign up to market someone else's product and get a (usually substantial) commission on the sale of the product.

DEFINITION: "Private Label Product"

A Private Label product one that you buy and then market it as your own. With this option you keep all of the income from the sale of the product.

The advantages of selling affiliate or private label products are that you can make money while learning the ropes. It may take some time to become profitable but by taking this approach you will minimizing your risk and maximizing your future potential.

Tip: It's a little known fact that most entrepreneurs are constantly failing. They make lots of mistakes. The key is that they learn from their mistakes and they make sure to fail small. A good way to see this is to take the example of an aircraft that is flying between two cities - say London and Tokyo. During the flight the aircraft will be off course 99% of the time but the flight will still arrive on schedule. Its the constant small course corrections during the flight that get the aircraft to its ultimate destination on time.

Good sources of affiliate products are Clickbank and RegNow. They are not the only ones but they are ones that I have used and recommend. You can also do a Google search for Private Label eBooks on a topic that you are interested in, buy the eBook and then start to promote it.

So have a look and its likely you'll see something you fancy promoting.

The Clickbank URL is www.clickbank.com
and RegNow is www.regnow.com

Which Market?

There are many online markets that are lucrative if you have the right approach and product. When you choose a market make sure that it is one that is used to spending money and that you can make multiple offers or promotions to. An example would be a series of related courses, eBooks or software.

A few examples of the many online markets worth investigating are:

- Finance and Investing eg (Stockmarket)

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