

IMBA INSIGHT

Planning a Web Site

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by Mark Boersma
Vice-Chairman, Technology Committee

There is so much talk today about the Internet and its possibilities for your business that you would think the question of how to turn the Internet into a money making opportunity for your company would have an easy answer. But, it does not!

Even though the technology task force does not have all the answers for you, we have developed a comprehensive plan to put IMBA in the forefront of technology throughout the United States. A copy of our plan for the IMBA web site is available either from our fax on demand: 630-515-5410 or by downloading it from the IMBA web site. This plan not only will assist you in understanding our goals for the site, but also could provide you with some fabulous ideas in the development of your own web site plan.

After conducting a little research with a number of state mortgage banking associations, it is apparent that IMBA is on the cutting edge. This means we currently have an opportunity to take a leadership role by integrating new technology with the needs of our members. Certainly there will be a few mistakes - a few bumps along the road - as we move closer toward our goals. We expect those. But, to minimize those bumps as we continue to build the IMBA site, we value your input to help this become a tool to grow your business and assist you professionally.

Here are three key concepts to remember in developing a web site:

Have A Detailed Plan.

Don't allow your site to become a stale "dumping ground." Have a master plan for the development, implementation and regular updating of content for your site. Too many companies begin a web site project with much enthusiasm, but lose their focus when the initial excitement dies.

It's A Tool.

As a tool, a web site should work harmoniously with all your other business strategies. The beauty of a web site is that, if properly built, it can make vast amounts of useful information available to your customers at very little cost. All your other marketing materials should also be focused on drawing people into your web site.

Keep People Coming Back.

It is important that people visit your site regularly. Have helpful information, free offers, follow-up programs, or even fun things like contests or games that will draw people back to your site.

Mark Boersma is president of Synergy Solutions, Inc. Synergy develops comprehensive business plans for individuals and companies. He can be reached at 630-393-9909 and via e-mail at synergy@iamb.org.

In the next issue of Insight, we'll discuss some of the benefits you might see by using the Internet. The IMBA web site is www.imba.org. [Ed. note: See "As We Go to Press"] Please let us hear your feedback and ideas about the site.

As we go to press...

There was a technical glitch with the regular IMBA Web Site address, <http://www.imba.org>

The temporary IMBA web site can still be accessed, however, at <http://www.interest.com/imba/>

The regular web address may indeed be operational by the time you read this, but we apologize for any confusion the lack of access may have caused.