



STAR-Denver *Strategic Trusted Advisors Roundtable*

How to Make Your Website Your #1 Employee **Table Assignments**

1. Of the three types of business advisor websites, which type is yours? Was this a conscious choice? Share any special "ahas" with the group.
2. What would you say should be the *primary purpose* of your website? Is there overlap for everyone at your table, or are these very different?
3. Have you ever been referred to someone or considered engaging someone and gone to research their website first? Share some of those experiences, both positive and negative, and the impact the website had on you. (Select one positive and one negative experience to share with the large group.)
4. Which dimension of your website (visual, verbal, functional, technical) do you think has the biggest impact (positive or negative) on your website visitors? Why?



Cumulus Consulting

www.number1employee.com
Centennial, CO • 303-335-0949