



Can You Determine a Company's Value as an Outsourcing Partner By Looking at Their Website?

Just like the saying "never judge a book by its cover", you should never judge a company's value solely based on their website. Visiting the company and talking with a sales person as well as operational team members are a few ways to gain a more in-depth understanding of a business as opposed to simply looking at their website. During the early stages of the decision making process, using the company's website as a starting point can guide your initial perceptions of the company. Use these tips as you assess a company's website. These tips are only indicators that can hint at the level of value a company can provide.

Additional Resources

Many websites have a page dedicated to additional resources. White papers, case studies, videos, infographics, and flyers are all examples of additional resources that could appear on a company's website. Documents like these are beneficial because they provide an in-depth look into the company's capabilities. White papers might describe the company's processes and procedures. Infographics could visually display the company's quality metrics. All of which can help in forming a first impression of a company and their value.

The Overall Quality of the Website

There are many aspects of a website that contribute to its overall quality like the content, visual design, structure and navigation, and functionality. In the case of researching a company, the content and visual design of the website are two areas that need the most attention. Both encompass the company's overall message to viewers.

Content

When assessing the content of the website, look at the amount of content as well as the quality of the content. The reader should have enough content to understand the company and what they do. The amount of content will vary based on the company and industry. Also the website might have a lot of content but the content lacks quality. High quality content will accurately and succinctly describe the company with minimal grammar and spelling issues.

Visual design

The design and graphics used on the website should be high quality, eye catching, and relevant to the company's business. Pictures and videos can provide an inside look into a company's facility without having to schedule a visit. Depending on the pictures available on the website, you can gain insight into what equipment the company uses, the size and scope of their facility, and the types of products the company produces.



Use of Social Media

Most webpages will have links to their company's social media accounts. This will make it easier for you to find their accounts as opposed to searching on each social media platform. Some companies have accounts on every platform while others only have one or two. The type of company could dictate which platforms they use. For example, B2B companies favor LinkedIn. The number of followers they have could suggest how many customers, employees, or brand enthusiasts the company has.

Conclusion

Knowing what to look for when assessing a company's website is just as important as knowing what capabilities you need in an outsourcing partner. The first steps of the decision making process are important in creating your short list of prospects. Having a high quality short list, will move you one step closer to selecting the right outsourcing partner for your company.



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