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# Advertising Online And The Development Of A Corporate Web Site

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Advertising Online and the Development of a Corporate Web Site

By

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Submitted in partial fulfillment of the  
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## Abstract

Companies use various forms of advertising to promote the services they provide. Although the use of traditional marketing is a major form of advertising, online advertising has become increasingly prominent. Advertising on the Internet (or the World Wide Web) allows companies to promote their services globally and disseminate their message 24 hours a day. The importance of online advertising is the ability to communicate with the customers. Benefits include relatively low cost and the ability to customize information, quickly update the message, and gain global exposure. With these factors in mind, it is essential for companies to develop a web-based advertising strategy to further promote their services.

Chapter One

Introduction

**Need for the Study**

A civil engineering firm, which will be referred to as Aida-Blanca Corporation (ABC), is a five-year old business-to-business company in the Northeast Metropolitan area. The firm has rapidly grown from a small firm (1-50 employees) to a mid-sized firm (50-100 employees). ABC's original five-year business plan called for the transition from small to mid-sized to occur within 10 years. Due to the quality of its service, the firm has grown more rapidly, and ABC is held in high esteem in the civil and transportation engineering profession.

ABC increases visibility to its clients through the use of brochures, flyers, face-to-face meetings and sponsoring engineering outreach events, known as "traditional" marketing. To date this use of traditional marketing and advertising strategies has been successful. As the Director of Marketing for the firm, the author initiates business development opportunities joint ventures with the objective to team up with larger engineering firms on consulting projects.

In addition to using verbal communication by telephone or face-to-face contact, ABC uses the following traditional

marketing tools: brochures, post cards, pamphlets and specially catered packets. These tools explain the services that ABC provides and highlights successful projects completed by the firm.

Traditional forms of marketing have helped ABC gain business and develop a reputation in the tri-state area. Now ABC is interested in expanding the way it publicizes the firm name and services, and feels technology provides the answer. By using the relatively new World Wide Web, ABC hopes to reach new potential clients in the metropolitan area, across the country, and around the world. "The World Wide Web is a new, interactive means of communication" (Shumann and Thorson, 1999, p, 28) and ABC understands that "the web is changing the way we communicate and conduct business" (Allen, Kania and Yaeckel, 1998, p. 1), thus ABC chooses to move towards electronic advertising as a new form of medium for communication.

ABC wants to communicate with its clients by keeping them abreast of the services it offers, with up-to-date information as the list of services expand. The primary message conveyed on ABC's newly designed company web site is that ABC is capable of providing the services our clients seek.

Shumann and Thorson (1999) state nine potential benefits to a company using online, interactive advertising: information richness, ease of updating, brand information, data collection,

global exposure, customization, enhanced customer-company relations, role-playing, and purchase facilitation (p. 41). Not all of the benefits mentioned have directly influenced ABC's decision to advertise online, but most of them apply, particularly information richness. ABC's goal is to provide its clients quality information in a timely manner, customized to the civil and transportation engineering industry. The global exposure provided by online advertising will give ABC the opportunity to expand outside of the tri-state area where all its business is currently conducted.

"Use of the Internet jumped 12-fold between 1996 and 2000, while TV viewing barely went up at all" (Frailey, 2003, p.18). Evidence of the growth in popularity of this new medium of communication is everywhere: in print, broadcast media, and even popular culture. ABC's marketing department understands that developing a company web site to reach this growing audience is the next step in marketing their services. However, before a web site is developed, the firm must understand the limitations of the medium and the fundamentals of marketing and advertising online.



**Statement of the Problem**

To investigate the value of web-based marketing for a civil engineering corporation and to develop a successful web site that reflects current marketing tools.

**Definition of Terms**

Advertising: "paid, nonpersonal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience (Krugman, Reid, Dunn, & Barban, 1994)" (Shumann and Thorson, 1999, p. 41).

For the purposes of this study, online advertising and Internet advertising are synonymous and the terms are used interchangeably. Online advertising is described by Zeff and Aronson (1999), as an interactive canvas that "can be made into an ad, from product placement (a product name or logo used in text or in a display) to wallpaper designs (background images appearing behind editorial content) made up of a corporate logo or any other brand imagery" (p. 11). "Internet advertising is the convergence of traditional advertising and direct response marketing" (Zeff and Aronson, 1999, p. 12). Throughout this study, when the author mentions online marketing or advertising, the author refers to the layout and content of the web site

itself. Banner ads and pop-up ads are not in the marketing plan of ABC, and are not covered in this study.

"The broadcast nature of television, radio, billboard, and print constrain a traditional advertisement to one short, memorable message (Cronin, 1994)" (Shumann and Thorson, 1999, p. 42).

To develop a clear understanding of how advertising online is accomplished, one must first understand how information is stored and retrieved across computer networks. Cyberspace refers "to the collection of computer-mediated experiences for visualization, communication, interaction, and information retrieval. Cyberspace can be considered to be the largest context for any activity done online or through computers" (December, 1997, p. 30). The Internet "refers to one system for global communication and information dissemination" (December, 1997, p. 30). The World Wide Web is the application used to transfer this information (December, 1997, p. 4). Use of the World Wide Web has grown so dramatically that it now represents the vast majority of Internet usage. Consequently, most Internet advertising is published to the web, therefore, this study will focus exclusively on web-based advertising.

The World Wide Web has a language of its own. On the web, information is stored on and retrieved from web sites. A web site is a combination of interconnected web pages. A web page

is a section of the web site where the company places its key information or advertising. Hyperlinks are used to direct the user's software to pages within the web site, or to affiliated sources on other web sites. The first page of a web site is called a Home Page, which is the default starting page that users are directed to. The home page typically contains many hyperlinks, as it is from this page that users are directed to the information they seek.

In order to access a web page, a user must obtain the Uniform Resource Locator (URL) of the web site. The URL, also known as web address, is "the basis for referring to resources on the web" (December, 1997, p.35). When the user's software opens a particular URL, access is granted to the web site and its contents.

A user is the customer or information seeker that is viewing the web site. For ABC, each user is a potential client.

### **Limitations**

Web-based advertising is one of the most rapidly growing forms of advertising today. Research has shown that companies have increased their visibility and sales by advertising online. In addition to using traditional marketing tools, ABC hopes to reach new potential clients by creating a web site to disseminate their message.

"The advantage of the Internet is the relative low cost of the media for worldwide communications. The disadvantage is that not all people in your market are online" (Brady, Forrest and Mizerski, 1997, p. 106). ABC wants to use web-based advertising to increase its exposure but realizes that the use of traditional marketing must still be incorporated into the overall marketing plan. "To be successful on the Internet marketers must also employ an integrated marketing strategy. The Internet is a communications medium. Like all media it should be used in combination with other media" (Brady, Forrest and Mizerski, 1997, p. 5).

A limitation ABC encounters is that, due to the nature of the engineering field, the new web site is simply an informational one. The web site does not use any sales pitches or gimmicks; it merely provides information about the work ABC does and noteworthy projects the firm has worked on. While this content may stimulate other engineers in various engineering fields, it would not necessarily intrigue casual browsers.

## Chapter Two

### Review of the Literature

Understanding web-based advertising and the components needed to develop a corporate web site are essential for successfully marketing a company on the World Wide Web. To effectively advertise in this medium, one must first understand the history of web marketing/advertising. The benefits and costs of online advertising should be thoroughly examined and considered. Finally, in order to successfully market online, one should understand the challenges of effective advertising on the Internet, and determine a strategy for the design and development of the web site.

#### **History of Web Marketing/Advertising**

Before the development of mass media the main form of marketing and advertising was face-to-face contact. "The local merchant knew everything about his or her customers, by memory or by recording information on accounts. This interaction between customer and merchant was one-to-one marketing" (Allen, Kania and Yaeckel, 1998, p. 3). In time one-to-one marketing was overpowered by mass marketing. "The turn of the nineteenth century was the dawn of mass marketing. This era was typified

by mass production of goods and mass advertising" (Allen, Kania and Yaeckel, 1998, p. 3). Companies thought that if they swamped the customer with information, eventually a majority of buyers would emerge. This mass production of the material had the same look and feel with nothing specific catered to the client. Mass marketing was not as popular as the one-to-one marketing because it lost much of its personal appeal. Companies primarily advertised using traditional marketing mediums, such as print, telephone, radio or television advertising during the mass marketing phase, until the emergence of the web.

Upon the emergence of the Internet, companies discovered an entirely new medium, the World Wide Web, for conveying their message to the potential customers and clients. "The web has grown from a novelty exploited by computer technologists to a useful communications, marketing, and commerce platform" (Allen, Kania and Yaeckel, 1998, p. 2).

The web started out as a source of information with text. As technology progressed, graphics, images, tables, and databases transformed the web into the superhighway of information that it is today. As hardware and access costs decreased, the number of visitors on the web increased, and users discovered the benefits of easy access to information and entertainment. Companies quickly realized this new potential,

and began developing their web sites to capture and hold the user's interest in order to communicate their message.

The World Wide Web interface has done for the Internet what the Windows operating system did for the PC in the late 1980s, making the Internet easy to use and navigate by the common untrained person using point and click skills. The World Wide Web provides colorful presentations and the ability to download any digital information to the viewer. Since any information including text, images, sound and video can be converted to a digital format, the presentation opportunities on the web are limitless (Brady, Forrest and Mizerski, 1997, p. 95).

It was a full circle of activity, where the customer was seeking more objective information so the companies provided it to them. Hence, the emergence of online marketing and advertising. Companies jumped on the bandwagon to ride the superhighway of information and began using the web to inform consumers and promote their products and services.

The use of the Internet allows companies to once again acquaint themselves with their clients at a personal level and offers the opportunity for direct and indirect customer feedback. Direct feedback may be obtained by developing interactive surveys, or by providing contact information or an

e-mail address to which a user can submit comments. Indirect feedback may be obtained through the use of modern technology, which can provide advertisers information about the browsing habits of visitors. A company can purchase a service to give them information as to how long a visitor remained on their site as well as what pages the user visited. The company can use that information to improve the web site. "With one-to-one marketing, we [the advertisers] can be merchants of the high-tech kind" (Allen, Kania, and Yaeckel, 1998, p. 3).

### **Benefits and Costs of Online Advertising**

There are three reasons why ABC feels the need to advertise online; to let people know the company exists, to tell people what the company does, and to give people the ability to contact the firm. ABC decided to design a content web site containing information about the services, clients and projects the firm has worked on.

In content marketing, content is created to provide consumers with the information they seek. Readers visit the content based on their need for information. Instead of trying to hammer a consumer with a consistent advertising message, the advertiser is attracting the consumer to the message with information they want. Because the reader has opted to visit a web site they have pre-qualified



themselves as an interested consumer and potential customer. Based on the quality of the content, the consumer may respond by returning at a later time. The real benefit of content marketing is its ability to create a solid relationship with the consumer earlier in the sales cycle (Cannon, 2000, p. 46).

"The use of interactive technology, such as the World Wide web, provides advertisers with a new medium for transmitting their message about various products and services" (Shumann and Thorson, 1999, p. 197). The use of traditional marketing is enhanced by technology. Transferring printed catalogues to the web allows the customer to view the information objectively and in their own time frame. The popularity of visiting company web sites has increased because the consumer has the ability to compare products on competitors' web sites and the ability to make retail purchases online.

Using the web, customers can easily seek out information about a number of products and services from their homes, can ignore advertising or parts of advertising they perceive as irrelevant, can pick specific ads in which they are interested, and, most importantly, can potentially control the content of the information presented to them. Additionally, in a competitive environment, such as when a

customer uses an Internet search engine, the consumer has the additional option of looking at a competitor's offering and information at relatively low cost in terms of time and effort (Shumann and Thorson, 1999, p. 30).

Shumann and Thorson (1999) also state several additional benefits to online advertising: information richness, ease of updating, data collection and global exposure.

With the Internet, the advertising message is no longer so constrained. The Internet allows for communicating to consumers substantially more content-rich product information (Coalition for Networked Information, 1994; Cronin, 1994; Hoffman, Novak, & Chatterjee, 1995; Serafin & Ralston, 1995) (Shumann and Thorson, 1999, p. 42).

The ease of updating information on a web site is one of the most beneficial factors to advertising. This saves companies money by not having to reprint updated flyers or brochures. Additionally since companies can track the volume on their site, information that is rarely accessed can be removed and new content developed.

Maintaining an online ad is less costly than maintaining traditional ads and lacks the delays of other media (Hoffman, Novak, & Chatterjee, 1995; Sussman & Pollack,

1995). Furthermore, online information can be quickly and easily changed and updated (Cronin, 1994; Jennings, 1996; Solomon, 1995) (Shumann and Thorson, 1999, p. 42).

Data collection on the web can provide a wealth of information which is useful to companies with a web-based advertising strategy.

A company can easily and inexpensively collect detailed data about their Internet market (Cronin, 1994; Hoffman, Novak, & Chatterjee, 1995; Williamson, 1995a), as well as obtain precise measures of which pages in their sites were visited, for how long, how the individuals came to the site, and where the visitors originated (Williamson, 1995a, 1995b) (Shumann and Thorson, 1999, p. 42).

Global exposure is another benefit to advertising online. The ability to publish a company web site to the Internet makes it accessible to web browsers around the world. "Clearly, the Internet expands the company's market to include global markets, allowing those from around the world to visit the web site (Hodges, 1996; Unger, 1996)" (Shumann and Thorson, 1999, p. 43).

Shumann and Thorson (1999) also refer to customization as another online advertising benefit. Some advertisers may choose to create games or even sweepstakes to engage their customer.

This also allows the advertiser the ability to ask demographic questions to see who is visiting their site. "The Internet's interactive nature allows for greater flexibility than traditional media in type of information transmitted and the method of transmission" (Shumann and Thorson, 1999, p. 43). While traditional advertising only allows for a quick message, Internet advertising has increased greatly because it gives advertisers the ability to customize their information, and to update it easily and inexpensively. All of these factors combine to increase the popularity of online advertising.

Finally, one of the most important reasons why online advertising is beneficial is that these services are available 24 hours a day, seven days a week (Shumann and Thorson, 1999, p. 31). Provided that the consumer can connect to the Internet, the user can search for information anywhere in the world at any time.

Perhaps the major reasons online marketing has become so popular is that the costs of this type of advertising are very low compared with the potential benefits. Costs to be considered when developing an online presence include the expertise and labor required to construct and create content for the site. Additionally, any fees required to rent space on a computer server, which actually makes the site content available to users of the Internet, should also be considered.

### **Challenges to effective advertising on the Internet**

Shumann and Thorson (1999) state that the challenges to effective advertising on the Internet consist of five elements: basic access, consumer interest and awareness, web site access, ability to appeal, and the ability to persuade.

"In order for Internet advertising to be effective at the most fundamental level, consumers must have access to hardware and software permitting Internet entry" (Shumann and Thorson, 1999, p. 83). Although prices for Internet access have slowly risen in the last decade, computers have greatly decreased in price, making access to the web much more affordable. As a result, a large segment of the population has at least standard dial-up access to the Internet.

Technology and infrastructure has been improved so that, in many areas, cable modems may be used to gain high-speed access to the web. In some cases, download speeds with a cable modem can be up to 50 times faster than traditional dial-up modem connections ("Time Warner Cable Website", 2003, Road Runner High Speed Online Overview, ¶ 1). Download time is a serious factor when considering designing a web site. One wants the customer to get the information fast and move to the next link. Wait time on the customer's end can terminate the relationship. "It should all happen fast, suggests Alley (1999). One rule of

thumb is that if it doesn't download or react in 4 sec, people get distracted and frustrated and may leave before they get what they came for" (Higgins, Koucky, and Waltz, 2001, p. 45).

Another challenge for online advertisers is increasing interest in and awareness of their web sites. Many advertisers have enhanced their ability to draw Internet users to web sites by including their web addresses in all advertising (Shumann and Thorson, 1999, p. 83). Therefore, the use of traditional marketing is relied on to direct the customer to online marketing.

Regarding the next challenge, web site access:

Many Internet addresses are arcane and unwieldy, meaning that they are difficult for consumers to remember and may be lost forever if not documented and stored" (Donaton, 1995). A consumer encountering a "HOST NOT FOUND" message may be discouraged from returning to the site at some future time (Shumann and Thorson, 1999, p. 84).

For this reason it is important to register a domain name that is easy to type and remember. Internet users can be impatient with non-working sites and are most likely to not return to the site if dissatisfied.

The ability to appeal is yet another challenge to the advertiser, who must create a web site that is interesting, informative and entertaining to the consumers. Time spent on an

Internet site may be as long or as short as consumers prefer as they are in total control of their exposure to the content (Shumann and Thorson, 1999, p. 84).

The final challenge and most difficult to effective Internet advertising is developing a message with the ability to persuade. At this point in the business-to-customer interaction, the company has succeeded in all the steps necessary to convince the visitor to access the site. Now, the company strives to communicate their message to persuade the visitor to initiate a business transaction. This communication should deliver not only a brand message, but should also provide some measure of good information, utility, entertainment, and opportunity for feedback (Shumann and Thorson, 1999, p. 85).

#### **Strategy for the design and development of the web site**

Undoubtedly, one of the major reasons for the popularity of the Internet is that each user directly controls his or her own browsing experience. Users have the power to leave a company's site at any moment for any reason. Companies may achieve great success in web-based advertising provided that their content convinces browsers to stay, read, and learn more. So, not only must a web site make a pitch for a company's products and services, it must first convince them to read the pitch.

This differentiates advertising on the web from every other form of mass media marketing, in which a captive audience is presented with a distinct, often short message. Due to the interactive nature of the Internet, Brady, Forrest, and Mizerski state, "the Internet implicitly has superimposed its own set of rules onto the world of advertising strategy. Recognition of these rules may not result in a brilliant campaign, but it should result in a competitively professional campaign" (1997, p. 107).

Brady, Forrest, and Mizerski (1997) have formulated several distinct rules for adapting conventional advertising to Internet advertising (p. 115-116):

1. "Passive messages are out. Absolutely. No exceptions" (Brady, Forrest, and Mizerski, 1997, p. 115). It is paramount to immediately grab a visitor's attention, because if the site is perceived as dull, they're gone.
2. "Grab and shake the reader instantly" (Brady, Forrest, and Mizerski, 1997, p. 115). More than for any other medium, actively engaging the Internet audience is critical to convey the intended message. Failure to do this will most certainly result in loss of interest, as visitors leave and never return to a site they perceive outdated or irrelevant.



3. The home page must load fast (Brady, Forrest, and Mizerski, 1997, p. 115). After all, time is money. Forcing potential clients or customers to wait for a slow download is sure to instill negative sentiment, and may cause the visitor to give up on the site and never return. "Slow downloading has destroyed many a bright promotional idea. . . the fast-to-load mandate is peculiar to this medium because the whole concept had never existed until the Internet existed" (Brady, Forrest, and Mizerski, 1997, p. 115).

4. "Ask for response—any type of response that makes even a little sense—immediately. . . .[and when] you get a response from them, make sure you're equipped to send a response right back to them—and right now!" (Brady, Forrest, and Mizerski, 1997, p. 115).

5. Update your site frequently. "A browser sees your message, or even your first page . . . says, 'Oh, it's one I've seen before' . . . and quickly mouses over to a fresh message by a more astute competitor" (Brady, Forrest, and Mizerski, 1997, p. 116). Changing your content often will actively engage repeat visitors.

6. "Advertise your site in other media" (Brady, Forrest, and Mizerski, 1997, p. 115).

7. "Establish 'links' with like-minded companies" (Brady, Forrest, and Mizerski, 1997, p. 116). Agreements should be pursued to place hyperlinks to your site on the sites of related web advertisers. Linked sites serve to promote each other while providing the user a service - the means to directly transfer from one site to the other.

## Chapter Three

### Design of the Study

#### **Planning and Analysis**

The development of Aida-Blanca Corporation's (ABC) web site included research of engineering web sites, service providers, web site publishing programs, and an evaluation of the reasons that ABC should advertise online.

#### **Service Provider**

ABC was already under contract with a service provider, leaving very little research to conduct on that part. The Akio Group services ABC's exchange server, our e-mail host. Direct contact was made with Ravi Sakaria, ABC's Customer Service Representative for Akio, during the beginning stages of the web site development.

Although extensive research for service providers was not necessary for ABC, for other designers searching a service provider, several key issues should be considered. One must examine the provider's plan, what services are offered, duration of the contract, and the amount of web space the service allows (Keeler, 1995, p. 87). It is important to investigate the provider's pricing plans to ensure that the costs are within the

advertising budget. One must also ask about software capabilities; additional expense may be incurred if the service provider's software is not compatible with that used to develop the content. For example, if the server is Unix and the designer uses a Microsoft program, the programs may not be compatible.

During a telephone conversation, R. Sakaria (Personal Communications, January 15, 2003) outlined the services that the Akio Group provides to ABC. The original contract included e-mail connection only, and had to be revised to include web site hosting. Additional questions asked by the author pertained to program capabilities, web space, fees, updating web pages and getting a registered Uniform Resource Locator.

The Akio Group agreed to provide an unlimited amount of web space. Their fee for the added service was lumped into one sum combining the e-mail and web hosting. The two ABC partners negotiated the final fee.

Maintenance of the web site is typically performed by the site designer; therefore, ABC is responsible for updating content in the site and for responding to user feedback. As the Director of Marketing for ABC, the author performs site maintenance, and new content is transmitted to the Akio Group for publication. Appendix A details the publishing process using FrontPage 2002.

During a conversation with R. Sakaria (Personal Communications, January, 15, 2003) about the specifications of screen display properties, he commented that the most common resolution used for viewing web sites was a range of 800x600 pixels. Although many architecture and engineering firms view at higher resolutions due to their use of specialized computer applications, he recommended using the most common size to prevent casual users from receiving poor image quality.

During that conversation a new e-mail address was created to allow browsers to electronically contact ABC. The author, as Director of Marketing, is responsible for receiving and rapidly responding to these inquiries.

The last topic discussed was the registration of a domain name. This will be the web address or URL. The web address should be short and easy for visitors to remember. Since [www.ABC.com](http://www.ABC.com) was already registered to someone else, the company's full name was used for simplicity. This was also done so that users could associate the name of the firm with the name of the web site. Another reason for this choice was so that each partner would have equal representation in the name of the site, as in the name of the firm itself.

As previously stated, ABC was already under contract with the Akio Group for e-mail only. With the development of the new web site with a new URL, the e-mail addresses of employees would

change to reflect the new web address. ABC decided to use both domains for e-mail for a six-month transitional period, after which use of the old web address will be discontinued.

### **Web Site Programs**

Research was conducted to find out what web site design programs were available, to compare the different functions of each product, and to examine compatibility with software currently used by ABC.

Upon the recommendation of the Director of Marketing, ABC decided to purchase Microsoft FrontPage 2002. Compatibility of software was the major reason for this decision. The firm currently utilizes the following Microsoft Office Programs to design marketing material: Word (project sheets), Power Point (flyers and announcements), and Access (database management). Since these Microsoft programs are compatible with each other and with FrontPage 2002, ABC was able to realize significant savings of time and money by purchasing this product.

There are many programs available for creating both personal and business web sites. Selection of the best program for the corporate web site design is primarily determined on what kind of web site one wants to design: a database management web site, such as [www.columbiahouse.com](http://www.columbiahouse.com), graphics source web site, such as [www.flash.com](http://www.flash.com), or a primarily text web site, such

as [www.nytimes.com](http://www.nytimes.com). A thorough review of the capabilities of each program is advisable to determine the best software to fulfill the designer's needs.

### **Developing the company web site**

"Nobody knows your product better than you do. You know its benefits. You know its failures. Now is the time to put this knowledge to use by looking for its competition" (Cannon, 2000, p. 32). As the Director of Marketing from the inception of ABC, the author feels as though no one, other than the two partners, knows the services the firm provides better. Therefore, the author is the most qualified person to create the company web site.

Cannon (2000) states that the advertiser knows the audience better than anyone else. The intended audience for this company web site is other engineering firms; these firms are actively seeking information on the services the firm provides and the engineering projects the firm has worked on.

Once the company's profile and project information was compiled and organized, a layout of the web site was created, followed by the design of the individual pages. Since ABC wants to promote itself to site users, it intends to place a substantial amount of information on the site. This information was divided into subcategories, to allow users to quickly find

and access the information they seek. Therefore, several web pages were created. The site layout consisted of the following pages: a Home Page, About Us, Services, Clients, Project List, and a Contact Page. The individual pages were then designed to include applicable text, the company logo, graphics, and photos. Perhaps the most important aspect of the entire web site is the opportunity for users to contact the firm. ABC feels this is so important that a separate page was created to make this as easy as possible.

#### **Research of engineering web sites**

In order to successfully compete in any business, a company must not only know all strengths and weaknesses of its product, it must also strive to know about its competitors' products. The same holds true for online advertising. For ABC, research of other engineering firms' web sites was critical to determining what content was essential for a successful civil engineering web site.

The evaluation of a Web site is certainly not an exact science. Individual preference and user experiences play a role in the appreciation of a site. Also, specific evaluation criteria must always be considered in terms of how it related to the purpose of the site and the desired audience requirements (Criteria for Web Site Evaluation



<http://webdesign.about.com/library/weekly/aa071801a.htm>,  
weekly issue, January 15, 2003).

Major firms investigated included ABC's clients, prime consultant firms such as Parsons, Parsons Brinckerhoff, CTE Engineers, DMJM+HARRIS, Arup, URS Corporation and HNTB Corporation (see Appendix B). Items considered when evaluating engineering web sites include load time of the site, appearance, structure, ease of navigation, content, and overall layout and design. See Appendix C for a complete evaluation of each firm's web site.

### **Review of the analysis**

The survey of industry web sites provided a base of knowledge from which the firm could define its own niche. ABC wants to project the look and feel of a large firm, yet deliver the message that it is small, intimate, and professional. Evaluating the web sites of other firms gave the author an opportunity to see what has been done, so that a strategy could be developed for projecting the company's desired image.

Load time was compared for the investigated web sites and evaluated to determine whether the wait time was reasonable. Not only does the load time of web sites vary based on the speed of the user's Internet connection, it also depends on the size

of images and content the designer publishes on the page. Since ABC connects to the Internet with a high-speed cable modem, load time was not an issue for many of the web sites the author evaluated.

Web site appearance, content, layout, and ease of navigation then became the main criteria for evaluation of the site. Due to the nature of the medium, users must be able to quickly and easily find the information they seek, and the content should be presented in a neat, clean, and professional manner. At best, failure of a site to meet these goals results in a frustrated user. At worst, potential clients can be lost.

### **Navigation and Structure**

An examination of each navigation link was conducted. The author observed where the link connected and whether it stayed at the same site or linked to another. Keeping users on the site is extremely important; after all, the advertisers want to convince users to read as much of the message as possible.

The structure of the content should be neat, clear, and consistent, and text should be easy to read and follow. To keep the attention of users, the content should engage the browser. During the investigation of engineering web sites, all of the reviewed sites except one were found to be of equal likeness. Due to the popularity of style, navigation, and structure within

the field, ABC chose to incorporate similar features to the design of its web site.

#### **Content of the web site**

The content the web sites investigated was short, concise, and had legible fonts. The presentation fonts and style were typically consistent on each linked page.

The content messages were brief and informative. The home page contained small images with a navigational tool bar to direct the user to the body of the web site. During the evaluation of the web site content the author reviewed the body of text and layout of content for each link page.

The vast majority of the web sites adhered to the previously mentioned rules for adapting conventional advertising to Internet advertising (Brady, Forrest, and Mizerski, 1997). In light of this conformity within the engineering industry, ABC decided to follow suit, and strove to customize their site content to meet as many of these objectives as possible.

For ABC's web site short quick messages were created to engage the user quickly. The goal is to stimulate the visitor enough to keep them on the site and persuade them to link to the next page.

## Chapter Four

### Results

ABC created two web sites. The first is a temporary one-page web site; this was published to convey the message that ABC was in the process of developing a full web site. Without this temporary message, clients searching for information about the firm may assume the company has no online presence, and may never return to the site. In fact, the author was approached many times with the questions such as, "Do you have a web site and what is the address?" The author would have to answer in the negative and promise the potential client a brochure. Creating and printing brochures is costly, and they take time to create and cost money to send mail. While ABC does not expect the new web site to replace its use of brochures and traditional marketing, the new web site is expected to save time and money, and to allow the company to communicate its message to a much larger audience in a timely manner.

The temporary, one-page web site and its full version follow.

Temporary Web Site



# AIDA - BLANCA Corp.

*Engineers, Surveyors, and Construction Managers*

*This site is under construction. Please visit us again this spring to view our full web site.*

**BRIDGE ENGINEERING**

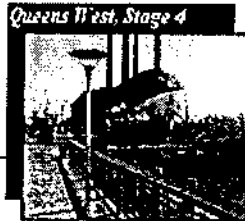
- New Design
- Rehabilitation Design
- BRPR/BCPR
- Biennial and In-Depth Inspections
- Load Ratings
- Feasibility Studies

**HIGHWAY ENGINEERING**

- Geometric Design
- Pavement Marking and Signage
- Traffic Engineering
- Highway Lighting
- Maintenance and Protection of Traffic
- Utility Design and Coordination
- Highway Drainage
- Utility Design and Coordination
- Highway Drainage
- Stormwater Management



East Side Access



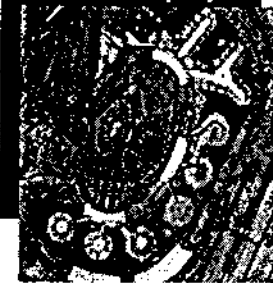
Queens West, Stage 4

West Side Tennis Club



Continental Gateway Project

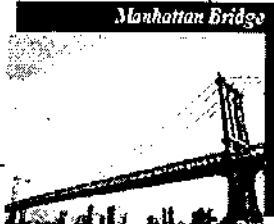
Continental Gateway Project



Hudson Bergen Light Rail



Manhattan Bridge



Stewart International Airport

**CONSTRUCTION MANAGEMENT & INSPECTION**

- Resident Engineering
- Construction Inspection

**SURVEYING**

- 3-D Laser Scanning
- Topographic Mapping
- Right-of-Way Mapping
- Hydrographic Survey
- GPS Survey

**CIVIL ENGINEERING & SITE DESIGN**

- Feasibility Studies
- Site Design
- Subdivisions
- Drainage Design
- Permits

**NEW YORK OFFICE**

1430 Broadway, Suite 101  
 New York, New York 10018  
 T: 212.575.2701 F: 212.575.2702

**NEW JERSEY OFFICE**

10 Parronage Road, Suite 310  
 Edison, New Jersey 08837  
 T: 732.205.0540 F: 732.205.0544

Contact us at [info@aidablanc.com](mailto:info@aidablanc.com)

*AIDA - BLANCA Corp. is a certified M/DBE, general engineering and survey corporation*

AIDA - BLANCA Corp. is an equal opportunity employer and recruits qualified personnel without discrimination because of race, color, age, sex, national origin, religion and/or mental and physical disabilities.

Interactive Web site

**ABC** AIDA - BLANCA Corp.

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## The Firm

AIDA - BLANCA Corp. (ABC), founded in 1997, is a general engineering and survey corporation that provides a broad range of services, including; civil, site and structural engineering and design, bridge inspection, and construction management/inspection services, and a full spectrum of survey services that utilize the most current technology.

## THE FIRM

## QUALITY COMMITMENT

ABC, has offices conveniently located offices in New York City and Edison, New Jersey. ABC can respond quickly and effectively to any assignment throughout the region. As a minority owned and operated business, ABC is certified as a DBE/MBE firm by all major agencies in New York, New Jersey and Pennsylvania.

## SERVICES

## Quality Commitment

ABC is committed to providing a product of the highest quality, on time and within budget. The Principals take considerable pride in their hands-on approach to project management, which relies upon judicious allocation of resources, and personnel, to achieve the best possible match between project requirements and firm capabilities. This approach allows ABC to project a sense of large firm productivity while demonstrating intimacy of a small professional firm.

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## Services

ABC's engineers and surveyors are professionally licensed in New York, New Jersey, Pennsylvania,

and Connecticut. ABC's staff is proficient in Microstation, AutoCad, In-Roads, Softdesk, PondPac, Flowmaster, Survey Link, TDS, and other civil engineering design and survey computer programs. Our services include:

Highway Engineering

Bridge Engineering

Construction Management and Inspection

Surveying

Civil Engineering and Site Design

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## Highway Engineering

- Geometry Design
- Pavement Marking & Signage
- Maintenance & Protection of Traffic
- Traffic Engineering
- Highway Lighting
- Utility Design and Coordination
- Highway Drainage & Stormwater Management

## HIGHWAY ENGINEERING

## BRIDGE ENGINEERING

## CONSTRUCTION MANAGEMENT AND INSPECTION

## SURVEY

## CIVIL ENGINEERING AND SITE DESIGN

## Bridge Engineering

- Replacement Design
- Rehabilitation Design
- Biennial & In-Depth Inspections
- Design Approval Documents
- Load Ratings
- Feasibility Studies/Alternative Analysis
- Hydraulic Vulnerability Assessment

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## Construction Management and Inspection

- Resident Engineering
- Construction Inspection

Survey

- Topographic Mapping
- Right-of-Way Mapping
- Hydrographic Survey
- GPS Survey

Civil Engineering and Site Design

- Feasibility Studies
- Site Design
- Subdivisions
- Stormwater Management
- Drainage Design
- Permits

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CLIENTS

**City of Plainfield, Middlesex County**

Design for Reconstruction of North Avenue, Terrill Road to Richmond Street  
 Drainage Improvement Feasibility Study and Evaluation of Cedar Brook Watershed  
 Traffic Engineering Services for Plainfield Cyber District, Middlesex County Improvement Authority

CITY OF PLAINFIELD

DASNY

**Dormitory Authority State of New York**

Coney Island Hospital Major Modernization Project

EDUCATION FACILITIES

EMPIRE STATE DEVELOPMENT CORPORATION

**Hugh L. Carey Battery Park City Authority**

Engineering Design for Park Place West Utility Relocation

HUGH L. CAREY BATTERY PARK CITY AUTHORITY

**Metropolitan Transit Authority**

Long Island Rail Road - East Side Access: Phase I and Phase II  
 Metro North Rail Road - Harmon Shop  
 New York City Transit - 100th Street Bus Depot  
 New York City Transit - Second Avenue Subway  
 New York City Transit - Corona Yard  
 Triborough Bridge and Tunnel Authority - Brooklyn Battery Tunnel  
 Triborough Bridge and Tunnel Authority - Marine Parkway facility  
 Triborough Bridge and Tunnel Authority - Queens Midtown Tunnel Manhattan Ventilation Building

MTA

LIRR

METRO-NORTH RAIL ROAD

NYC TRANSIT TBTA

MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

**Middlesex County Improvement Authority**

Hydrographic Survey of Raritan River

NJDOT

NJ HIGHWAY AUTHORITY

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NJ TRANSIT

NYCDDC

**New Jersey Department of Transportation**

Route 22 Crab Brook

NYCDOT

Route 31, Section 6E / 6F

NYSDOI

NYS THRUWAY AUTHORITY

PANYNJ

STEWART INTERNATIONAL AIRPORT

WEST SIDE TENNIS CLUB

Route 5 Structures Over Public Service Right Of Way and Delia Avenue  
Route 139 Viaducts  
Route 18/CR 516/CR 527 Interchange  
Route 35/36 Intersection, Safety Improvements, Borough Of Eatontown  
Route 27 Over Abandoned Conrail South Plainfield Branch  
Route 27, Section 6L, over Port Reading Secondary  
Route 206 Over Cruiser's Brook

**New Jersey Highway Authority**

Bridge Inspection Services Contract BIC 02-01  
Noise Barrier Wall, Interchange 80 to 83

**New Jersey Transit**

Hudson Bergen Light Rail Transit System  
Weehawken Tunnel & Bergenline Ave. Station MOS-2 Design Unit M30  
Improvements to US Route 1&9, Section 7E  
Meadows Maintenance Complex  
Inspection of Undergrade Bridges  
General Engineering Consultant Services, General Bridge and Railway  
General Engineering Consultant Services, Architectural / Engineering Design

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**New York City Department of Design and Construction**

Hollets Avenue  
Riverdale Avenue  
Atlantic Avenue to West 4th Street Avenue

**New York City Department of Transportation**

Rehabilitation of West 38th to West 43rd Street Bridges over Amtrak  
Rehabilitation of 11th Avenue Viaduct Structure at LIRR West Side Yard  
Cooper Avenue Pedestrian Bridge

**New York State Department of Transportation**

2001-2002 Biennial Inspection for Queens County

2003-2004 Biennial Inspection of Manhattan  
Landscape Term Agreement  
Bronx River Parkway Bridges  
Route 9

**New York State Thruway Authority**

187-287 Rehabilitation MP-24.6 to 29.4

**Port Authority of New York & New Jersey**

Continental Airlines, Global Gateway Project, Newark International Airport  
JFK Access Light Rail System, JFK International Airport  
JFK International Arrivals Terminal, Terminal 4 (Delta Expansion)  
2002 Condition Survey of the Lincoln Tunnel Sign Structures and Light Towers  
Load Monitoring Survey at Newark Airport, Bridge No. 24

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**Empire State Development Corporation and  
Queens West Development Corporation**

Waterfront Park Esplanade, Waters Edge Structures, Street and  
Infrastructure--Stage 4

**Stewart International Airport**

Construction Inspection Services, North Cargo Ramp Expansion, Aircraft Parking Positions 1 and 2,  
Project NX-SWF-2A  
Survey Services, North Cargo Ramp Expansion, Aircraft Parking Positions 1 and 2  
Construction of ALSF-II/SSALR, Approach Lighting System  
Construction Inspection, Terminal Area Glycol Collection System, Project NX-SWF-3

**West Side Tennis Club**

Inspection of West Side Tennis Club Stadium

**Education Facilities**

Sayre Avenue School Project  
Dill Avenue Public School

**Other Projects**

Bridge E-174, County Route 602 (Westville Road), Township of East Amwell  
Improvements to 18 I-5 intersections, City of Rahway  
Bridge Q-09, County Route 620, Township of Sparta  
Design / Build, Reconstruction of Access Road Bridge and Conrail Bridge No. 0.16 over Main Street  
and NJ Coastline

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## City of Plainfield, Middlesex County

### Design for Reconstruction of North Avenue, Terrill Road to Richmond Street



Preliminary thru Final Design for reconstruction of 1.6 miles of roadway. Design for full-depth roadway reconstruction. Right of Way and mapping survey services as well as community participation. Hydrology work included study of Cedar Brook flood plain and ground water characteristics. (Plainfield, NJ)

## Metropolitan Transit Authority

### Long Island Rail Road-MTA

#### East Side Access: Phase I and Phase II



Conducted detailed structural surveys, architectural surveys, set up a primary control network, extensive Right of Way analysis and preparation of complete ROW acquisition documents. As well as the tunnel surveys, 3-D structural and utility mapping QA/QC. (Queens and Manhattan, NY)

### Metro-North Rail Road-MTA

#### Harmon Shop



Established primary geodetic control onsite, field verify integrity of aerial mapping, detailed structural locations, geometrical as-built existing boundary lines. (Manhattan, NY)

#### CLIENTS

CITY OF PLAINFIELD

DASNY

EDUCATION FACILITIES

EMPIRE STATE DEVELOPMENT CORPORATION

HUGH L. CAREY BATTERY PARK CITY AUTHORITY

MTA

LIRR

METRO-NORTH RAIL ROAD

NYC TRANSIT

TBTA

NJDOT

NJ HIGHWAY AUTHORITY

NJ TRANSIT

NYCDDC

NYC DOT

NYS DOT

NYS THRUWAY AUTHORITY

PANY/NJ

**STEWART INTERNATIONAL AIRPORT**

**WEST SIDE TENNIS CLUB**

**New York City Transit-MTA  
100th Street Bus Depot**

Topographic and Utility Survey Services, including; base mapping and topographic survey and utility surveys. (Manhattan, NY)

**New York City Transit-MTA  
Second Avenue Subway**

Designs of a new 8-mile long subway system located primarily along 2nd Avenue. (Manhattan, NY)

**New York City Transit-MTA  
Corona Yard**

New aerial mapping, geodetic control survey, track survey, cross sections, utility surveys test pits and boundary surveys. (Manhattan, NY)

**Triborough Bridge and Tunnel Authority-MTA  
Brooklyn Battery Tunnel**



Survey Services including detailed topographic, structural, planimetric and detailed bathymetric survey of the East River. Technologies included differential global positioning system and mobile GPS, 3-D mapping for the as-built survey. (Queens and Manhattan, NY)

**Triborough Bridge and Tunnel Authority-MTA  
Marine Parkway facility**

Survey services including topographic, utility and planimetric detail. Establish a subordinate horizontal and vertical control network throughout the Marine Parkway Gill Hodges Memorial Bridge Service Building area. (Manhattan, NY)

**Triborough Bridge and Tunnel Authority-MTA  
Queens Midtown Tunnel Manhattan Ventilation Building**

Design and survey services including topographic survey, preparation of storm drainage system reconstruction plans and grading design. (Manhattan, NY)

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**New Jersey Department of Transportation**

**Route 22, Crab Brook**



Survey services for Route 22 Crab Brook drainage improvements including topographic and hydrographic survey and base mapping required for the rehabilitation of the Crab Brook Channel between North drive and the Somerset / Watchung overpass. (Somerset County, NJ)

**Route 31, Section 6E / 6F**



Construction inspection services for roadway widening to two lanes in each direction including the demolition and reconstruction of two bridges over Conrail and the S. Branch of the Raritan River, construction of 3 retaining walls, extensive rock blasting, concrete median curb, 10 lanes miles of full depth mainline paving. (NJ)

**Route 5 Public Service RR ROW and Delia Avenue**



Survey and Right of Way services including topographic, planimetric, utility and wetland surveys and base map and survey report preparation for this complicated highway reconstruction and bridge replacement project.

**Route 139 Viaducts**

Seismic analysis, evaluation and retrofit design for two overhead sign structures including modeling of individual structural units.

**Route 18/CR 516/CR 527 Interchange**

Involves final design for a new interchange. Provided topographic survey and Right of Way survey. Responsible for preparation of base mapping in Microstation format and submittal of Survey Report. (NJ)

**Route 35/36 Intersection, Safety Improvements**

Survey and Right of Way services including coordination of aerial survey services required for the design of the realignment of Route 35 to provide a near 90 degree intersection with Route 36.



**Route 27 Over Abandoned Conrail South Plainfield Branch**

Performed a detailed topographic and utility survey, track alignment and wetlands, borings, catenary and boundary survey of the facility. (NJ)



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**New Jersey Highway Authority**

**Noise Barrier Wall, Interchange 80 to 83**



Survey and Right of Way Services associated with design of a new Noise Barrier Wall between Milepost 80 and Milepost 83. Services also include establishing vertical and horizontal control, topographic, and utility surveys, cross sections and preparation of Survey Report.

**New Jersey Transit**

**Hudson Bergen Light Rail Transit System**



Civil and Structural Engineering Design and Survey Services for Hudson Bergen Light Rail Transit System. Designs for stormwater management systems, site preparation, design of a 6-span continuous curved girder bridge and topographic, hydrographic, utility, Right of Way and Global Positioning System surveys. (Hudson and Bergen Counties, NJ)

**Weehawken Tunnel and Bergenline Avenue Station MOS-2 Design Unit M30**



Construction inspection services for rehabilitation of the existing 4000' long by 20' high by 30' wide tunnel and construction of a new 1000' long by 60 wide and 35' high underground station. (Hudson County, NJ)

**Improvements to US Route I&9, Section 7E**



Civil engineering design services for the improvements to US Route I&9, including design and preparation of traffic control and staging plans, design and execution of traffic studies, design of safety improvements and design of temporary and permanent traffic signal systems. (Jersey City, NJ)

**Meadows Maintenance Complex**

Performed a detailed topographic and utility survey, track alignment and wetlands, borings, catenary and boundary survey of the facility.( NJ)

**Inspection of Undergrade Bridges**



Conducted an in-depth structural inspections of various assigned bridges. (NJ)

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**New York City Department of Design and Construction**

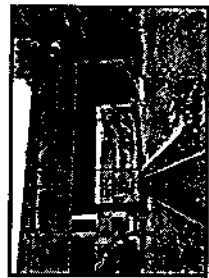
**Engineering and Construction Related Services on-call Task Order Agreement**



Surveying Services including topographic, planimetric and architectural surveys and base mapping

**New York City Department of Transportation**

**Rehabilitation of 6 Bridges over AMTRAK**



Rehabilitation of W. 38th, 39th, 40th, 41st and 43rd Street Bridges over AMTRAK. Survey services including horizontal and vertical control networks, planimetric, topographic & utility surveys, cross sections, located bridge components, establishing Right of Way and base map preparation.

**Rehabilitation of 11th Avenue Viaduct Structure at LIRR West Side Yard**



Survey services including horizontal & vertical control network, planimetric, topographic & utility surveys, cross sections, located bridge components, establishing Right of Way and base map preparation.

**Cooper Avenue Pedestrian Bridge**



Survey services including horizontal and vertical control, horizontal and vertical clearances, locating existing drainage features including manholes and catch basins and underground utilities. (NY)

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**Empire State Development Corporation and  
Queens West Development Corporation**

**Waterfront Park Esplanade, Waters Edge Structures, Street & Infrastructure--Stage**

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Survey services including topographic, tunnel and hydrographic surveys, base mapping, and existing Right of Way. (Queens, NY)

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**Stewart International Airport**

**Construction Inspection Services, North Cargo Ramp Expansion, Aircraft Parking Positions 1 and 2, Project NX-SWF-2A**



Services including excavation and embankment, installation of permanent sheeting, grading and drainage, soil erosion control and protection, installation of underground storage tanks for oil/water separation and aircraft deicing fluid storage, construction of new rigid and flexible aircraft pavement types, pavement marking and signage.

**Survey Services, North Cargo Ramp Expansion, Aircraft Parking Positions 1 and 2**



Services including topographic and planimetric survey and base map preparation. (New Windsor, NY)

**Construction of ALSF-II/SSALR, Approach Lighting System**



SWF project number, NX-SWF-6, Inspection Services for in pavement lighting, fixtures, electrical duct bank, conduit individual

construction cabinet. (New Windsor, NY)

**Construction Inspection, Terminal Area Glycol Collection System, Project NX-SWF-3**



Services includes the construction of trench drains in the terminal apron area, the installation of a new oil/water separator, abandoning-in-place of an existing oil/water separator, installation of a DIP gravity main to two HDPE lined lagoons, an associated aeration and monitoring system and a DIP main to Route 207. (New Windsor, NY)

**West Side Tennis Club**

**West Side Tennis Club Stadium:**



Structural condition inspection, West Side Tennis Club Stadium: Inspection of the topside and underside of the Stadium seating area to identify any structural or safety issues. Prepared and submitted a report for immediate and long-term safety and maintenance recommendations. (Forest Hills, Queens, NY)

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## NEW JERSEY OFFICE

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*Facsimile:* (732) 205-0544

For driving directions [click here](#)

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## Chapter Five

### Conclusions and Recommendations

#### **Summary**

As the Internet has developed into an efficient means of disseminating and retrieving information, a new medium has been created for advertisers to convey their message to potential clients or customers. With the dramatic rise in popularity of this new medium, it has become essential to incorporate online advertising into a marketing plan to remain competitive with others in the industry. Aida-Blanca Corporation realizes this new marketing reality, and has chosen to advertise online by developing a corporate web site.

Online advertising offers several major advantages to traditional forms of mass marketing. Creation of a web site allows a company to inform browsers about the organization, the services that are offered, and creates an opportunity for browsers to contact key personnel within the company.

Additional advantages to advertising in this medium include the ability to customize content to provide unmatched information richness, the ease of updating content, the ability to collect data about those that view the message, and the global exposure provided by the World Wide Web.

Since not all potential clients have access to the Internet, or know how to reach ABC's web site, it is recommended that online advertising be used to supplement rather than replace traditional advertising in the corporate marketing plan. Traditional marketing should be continued, and should be used to promote the web site. In today's competitive environment, a successful marketing strategy requires a properly balanced campaign including one-to-one marketing, traditional marketing, mass marketing, and online advertising.

#### **Experience gained from the study**

ABC gained much from researching and developing a corporate web site. During the research phase, ABC studied the styles of online advertising used by major firms in the field and used this knowledge to develop its own online marketing strategy. Additionally during the design stage of the web site, ABC took advantage of the opportunity to update all of the traditional marketing material for the company.

The capabilities of the new web design program, FrontPage 2000, allow ABC to incorporate many different pieces of text, photo and graphic to the web site.

**Future Marketing Plan for ABC**

Promoting the web site is very important once it has been created and published. Promotion increases the number of potential site visitors, which in turn, will increase the number of people receiving the company's message.

Promoting a site can be accomplished in a variety of ways, both on and outside the Internet. The options available are:

1. Publishing your Internet address in your printed materials and advertising. Like your phone number, your Internet address will be recorded for use by customers and prospects.
2. Using publicity to reach your marketplace. Getting your address out in this fashion is a hit-or-miss proposition since PR is uncontrollable and may or may not reach your marketplace in a timely fashion.
3. Inside the Internet using announcement locations and search engines.
4. Links from other Internet sites in exchange for links from your site (Brady, Forrest and Mizerski, 1997, p. 95).

ABC is creating a marketing campaign to publicize the new web site. A "compelling solution to attracting consumers to the

site is to promote a site through the use of traditional media (Sadikin, 1995; Unger, 1996). Traditional marketing tools such as flyers and brochures will be used to announce the web address. The web address will stand out with a slightly larger, bold-face font to catch the reader's eyes.

ABC typically hands out flyers to its clients during face-to-face contact but for the purpose of getting the word out about the new web site, a targeted mass mail will be conducted. ABC recently purchased new state-of-the-art survey equipment and would like to inform our clients seeking survey services of the new equipment. The cover page of the flyer sent out to announce this purchase will publicize the web site address. ABC has arranged for the Aiko Group to monitor the number of visitors before and after the mailing to measure the effectiveness of the mailing.

ABC's new web site will also be promoted electronically. A mass e-mail will be sent to all of the current clients informing them of the new web address. Additionally, employees will be asked to add the web address to their electronic signature for all e-mail correspondence.

The address of the web site will be added to each employee's business cards. These new cards have already been ordered.

ABC also intends to promote the site as part of its continuing sponsorship of award lunches and engineering dinner functions. These events, which are typically hosted by trade organizations, require corporate sponsorship to cover costs. In return, advertising and publicity is guaranteed in the flyers and programs for the events. ABC recently sponsored a month long series of seminar with hundreds of registered participants. We designed a full-page advertisement including the web page at a focal point of the page.

#### **Further development ideas for ABC's web site**

ABC's web site is primarily used for publicity. As the company grows, the needs will change; the web site will become more of a resource for clients to research new projects and services to develop project teaming. Let's consider a hypothetical situation:

A client calls and asks for a list of your services and what project you have worked on. While on the telephone you can guide them to your web site and talk to them in further details of the services catered to the project at hand (Keeler, 1995, p. 308).

The telephone conversation gave the client immediate marketing materials rather than having to wait for a flyer or

brochure to come in the mail. This also allowed the Director of Marketing the opportunity to expand on the project descriptions and go into further details on the services ABC provides.

ABC created the web site as a source of information to its clients but later intends to enhance the web site through the use of motion images and media movies. The flash images will contain a short slide show of a series of project photos. Additionally, revolving groups of photos will be published and the site set-up so that each time a client visits the web site, different images will appear on the home page. This idea incorporates one of the web site strategies-frequently updating the content to maintain interest among repeat visitors.

The use of Java Scrip will be incorporated to the web site. The Java Scrip is a series of images on top of each other to give the appearance that motion is occurring when clicking on the menu.

Once the web site increases in popularity, page links will be added, such as the personnel page, a page containing a partners' message, and employment opportunity page. Additionally, the key personnel organization chart and short paragraphs describing their role in the firm may be published.

**Recommendations for further study**

One of limitations of this study was that it was primarily focused on development of a web site with content advertisement for a business-to-business corporation. As previously stated, many of the programs and content styles chosen to promote ABC on the Internet may not be optimal for database management web sites, graphics source web sites, or primarily text web sites. Future studies may focus on marketing trends and software required to create and disseminate the type of content that attracts interest in, promotes, and even sells products over these web sites.

Further study may also be performed on creating successful billboard advertising. Essentially, billboard advertising online involves buying the right to strategically place an advertisement within another web site or on the site of a search engine. These ads, which are frequently brightly-colored ads featuring short, eye-catching messages specially catered to the users the host site targets, are the electronic equivalent of outdoor billboards. A major advantage to billboard advertising online is that a hyperlink can be created to direct interested browsers to related pages for information or to perform a transaction.



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Graphic Designers, Broadcast Producers, Web Site Designers,  
Account Executives, and Marketing and Public Relations  
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## Appendix A

## Appendix A

## Web Site Publishing Process

There are several steps to publishing the web site to the host service provider.

Figure 1. In FrontPage, use the pull down menu to select publish web and from the step you are asked to log onto the FTP site. As shown in figure 1.

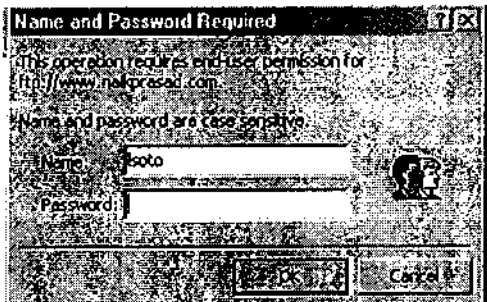


Figure 2. Upon logging onto the FTP site with the user name and password provided by the host provider, you are asked to select the files for publishing. As shown in figure 2.

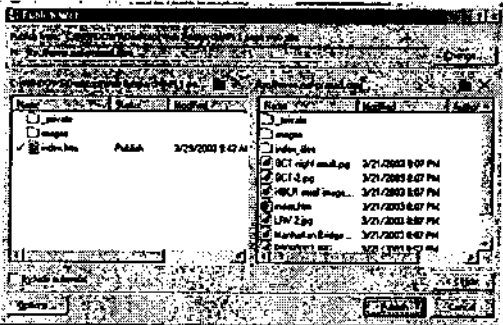


Figure 3. The next step is to select the options to publishing. You can publish the entire web content or selected pages. As shown in Figure 3.

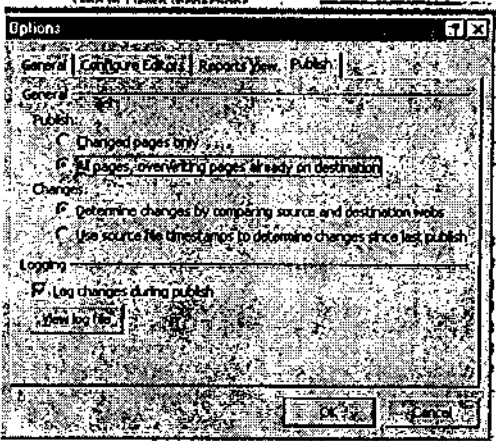


Figure 4. After making your choice you are not ready to send the web pages for publishing. As seen on Figure 4.

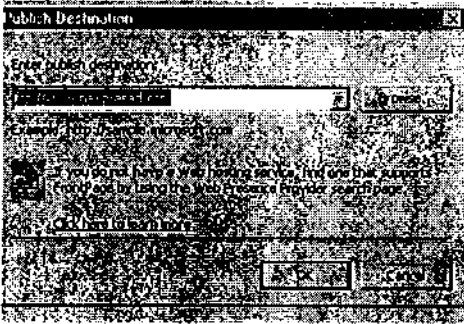
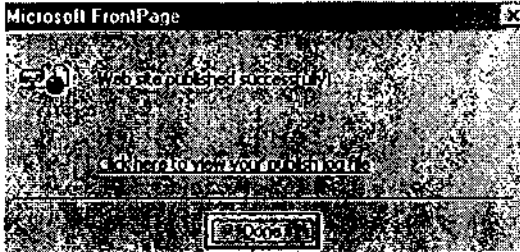


Figure 5. The final step is to select ok and wait for the successful message box to pop up. As seen in Figure 5.



Appendix B

Appendix B  
Civil/Structural Engineering Web Research

Large Firms	Parsons
URL	<a href="http://www.parsons.com/">http://www.parsons.com/</a>
Visuals at home page	
Animation	images rotating
Colors	thick blue edges and while center wallpaper
Menu	
Location	top left hand side
Colors	white font blue background
Style	pull down menu
Links	
use of symbols	arrows
use of text	clean large font
Images	
Size	large focal image with smaller one at top
Location	center
Use	4 flashing images
User Friendly	
easy to follow	Yes, the menu bar is always present
informational	yes, new links are clearly set-up
will I return	Yes
Slogan	
at home page	Yes
Mission and Vision Statement	
at home page	Yes



Appendix B  
Civil/Structural Engineering Web Research

Large Firms	Parsons Brinckerhoff
URL	http://www.pbworld.com/
Visuals at home page	
Animation	slide show of images & scrolling news
Colors	soft green and brown
Menu	
Location	top
Colors	white font brown bkgrd
Style	pull across
Links	
use of symbols	No
use of text	small to fit all of the selections
Images	
Size	full pages images, text is wrapped
Location	Panoramic and consistently above text
Use	each section has one rep. Images
User Friendly	
easy to follow	Yes, the menu bar is always present
informational	Yes, new links are clearly set-up
will I return	Yes
Slogan	
at home page	in the "about us" link
Mission and Vision Statement	
at home page	in the "about us" link

Appndix B  
Civil/Structural Engineering Web Research

Large Firms	CTE Engineers
URL	http://www.cte-eng.com
Visuals at home page	
Animation	Flash
Colors	Wallpaper is always consistently blue
Menu	
Location	top center
Colors	light blue font and dark blue bkgrd
Style	click on each and get a new menu
Links	
use of symbols	No
use of text	small white font - very neat - consistent
Images	
Size	found at the same location at each link
Location	always at center right hand for each page
Use	one image represents each service
User Friendly	
easy to follow	Yes, the menu bar is always present
informational	Yes, new links are clearly set-up
will I return	Yes
Slogan	
at home page	no
Mission and Vision Statement	
at home page	in the "about us" link

Appndix B  
Civil/Structural Engineering Web Research

Large Firms	DMJM+HARRIS
URL	http://www.dmjmharris.com/index2.html
Visuals at home page	
Animation	Large swirling logo at home page
Colors	blue shaded menu, white wallpaper
Menu	
Location	bottom center
Colors	white font dark blue bkgrd
Style	zooming text at main screen
Links	
use of symbols	no
use of text	each clicked link text slides in over photo
Images	
Size	panoramic photo atop of each page
Location	above each submenu and body of page
Use	focal point of the page
User Friendly	
easy to follow	yes
informational	yes
will I return	yes
Slogan	
at home page	in the "about us" link as the philosophy
Mission and Vision Statement	
at home page	in the "about us" link as the philosophy

Appndix B  
Civil/Structural Engineering Web Research

Large Firms	ARUP
URL	http://www.arup.com/
Visuals at home page	
Animation	world map, highlighted locations with images
Colors	soft pastels for the topics
Menu	
Location	3 columns
Colors	white font colored menus
Style	paragraphs with text links
Links	
use of symbols	no
use of text	a lot of text in paragraphs, too many colors
Images	
Size	small thumbprints
Location	
Use	
User Friendly	
easy to follow	No, each page opens as a separate window
informational	too much to handle
will I return	No, no consistent style-appears that many people designed
Slogan	
at home page	can not find it in the site
Mission and Vision Statement	
at home page	can not find it in the site

Appndix B  
Civil/Structural Engineering Web Research

Large Firms	URS Corporation
URL	http://www.urscorp.com/
Visuals at home page	
Animation	scrolling fact about firm
Colors	white page with blue fact box
Menu	
Location	centered
Colors	orange font white wallpaper
Style	arched text at main screen
Links	
use of symbols	no
use of text	clean and large font
Images	
Size	not many, mainly in services section
Location	if any on page, at top
Use	
User Friendly	
easy to follow	Yes, the menu bar is always present
informational	Yes, new links are clearly set-up
will I return	Yes
Slogan	
at home page	can not find it in the site
Mission and Vision Statement	
at home page	can not find it in the site

Appndix B  
Civil/Structural Engineering Web Research

Large Firms	HNTB
URL	http://www.hntb.com/
Visuals at home page	
Animation	various flashing images & scrolling fact about firm
Colors	cobalt blue
Menu	
Location	down left hand and across top
Colors	off white font blue wallpaper
Style	many links with in links
Links	
use of symbols	No
use of text	large fonts
Images	
Size	varies
Location	varies
Use	
User Friendly	
easy to follow	No, it looks like many different people designed it
informational	yes
will I return	Not unless I need something no one else can provide
Slogan	
at home page	in the "about us" link as the philosophy
Mission and Vision Statement	
at home page	in the "about us" link as the philosophy

## Appendix C

Appendix C  
Web Site Content Evaluation

Company	Parsons
URL	<a href="http://www.parsons.com/">http://www.parsons.com/</a>
Home	■
About	■
About Us	
Who we are	
Markets	■
Services	
Projects	■
What we do	
Press room	■
News and Events	
What's new	
Employment	■
People and Careers	
locations	■
Where we are	
Search	■
Environmental Services	
Transportation Services	
Contact Us	
30 Second Spotlight	
Investor Relations	



Appendix C  
Web Site Content Evaluation

Company	Parsons Brinckerhoff
URL	<a href="http://www.pbworld.com/">http://www.pbworld.com/</a>
Home	
About	
About Us.	■
Who we are	
Markets	
Services	■
Projects	■
What we do	
Press room	
News and Events	■
What's new	
Employment	
People and Careers	■
locations	
Where we are	
Search	
Environmental Services	
Transportation Services	
Contact Us	
30 Second Spotlight	
Investor Relations	

Appendix C  
Web Site Content Evaluation

Company	CTE Engineers
URL	http://www.cte-eng.com
Home	
About	
About Us	■
Who we are	
Markets	
Services	
Projects	
What we do	
Press room	
News and Events	■
What's new	
Employment	
People and Careers	■
locations	
Where we are	
Search	■
Environmental Services	■
Transportation Services	■
Contact Us	■
30 Second Spotlight	
Investor Relations	

Appendix C  
Web Site Content Evaluation

Company	DMJM HARRIS
URL	http://www.dmjmharris.com/
Home	
About	
About Us	■
Who we are	
Markets	
Services	
Projects	■
What we do	
Press room	
News and Events	■
What's new	
Employment	■
People and Careers	
locations	
Where we are	
Search	
Environmental Services	
Transportation Services	
Contact Us	■
30 Second Spotlight	
Investor Relations	

Appendix C  
 Web Site Content Evaluation

Company	ARUP
URL:	http://www.arup.com/
Home	
About	
About Us	
Who we are	
Markets	
Services	
Projects	■
What we do	
Press room	
News and Events	■
What's new	
Employment	
People and Careers	■
locations	■
Where we are	
Search	
Environmental Services	
Transportation Services	
Contact Us	
30 Second Spotlight	■
Investor Relations	

Appendix C  
 Web Site Content Evaluation

Company/	GRS Corporation
URL:	<a href="http://www.grscorp.com/">http://www.grscorp.com/</a>
Home	
About	
About Us	
Who we are	■
Markets	
Services	
Projects	
What we do	
Press room	
News and Events	■
What's new	
Employment	
People and Careers	■
locations	
Where we are	
Search	
Environmental Services	
Transportation Services	
Contact Us	■
30 Second Spotlight	
Investor Relations	■

Appendix C  
Web Site Content Evaluation

Company	INEB Corporation
URL	<a href="http://www.ineb.com/">http://www.ineb.com/</a>
Home	
About	
About Us	
Who we are	■
Markets	
Services	
Projects	
What we do	■
Press room	
News and Events	■
What's new	
Employment	
People and Careers	■
locations	
Where we are	■
Search	
Environmental Services	
Transportation Services	
Contact Us	
30 Second Spotlight	
Investor Relations	
Links	