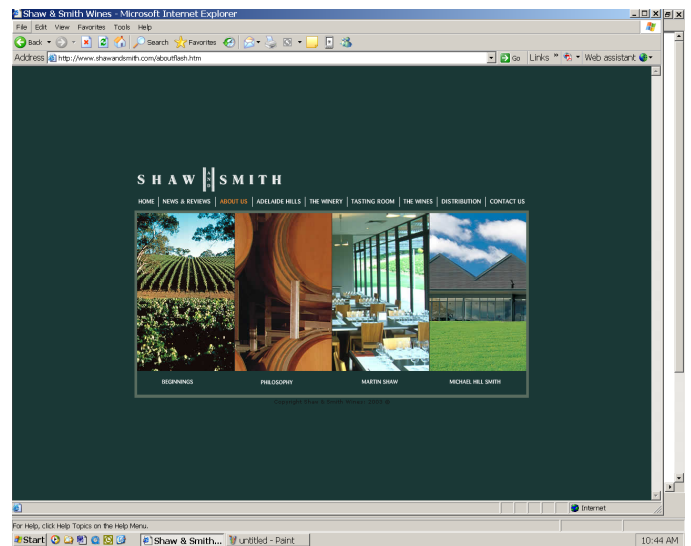


## WEBSITE SAMPLE

Understanding the look and function of a Selling site as opposed to a Brochure site is important. The following examples clearly demonstrate how they differ in purpose.

### Brochure Site

The **Shaw and Smith** website is a good example of a brochure site. Information is revealed over time, building relationships with individuals is encouraged and users can select various levels of detail dependent upon their need or interest. This site has very strong brand reinforcement and successfully conveys the style and image of the company.



Brochure style website – Shaw and Smith [www.shawandsmith.com](http://www.shawandsmith.com)

## Selling Site

Conversely, the **Killerby** site is up front and bold about its intent to sell you something. A visitor is exposed to product, price and delivery information in the first instance. There are timed offers, gift packaging, problem solvers, dining suggestions and solutions, all available instantly. Membership of the wine club is a focal point and reappears on each page accompanied by an inducement to join. The site also provides an immediate online purchase option.



Selling style website – Killerby [www.killerby.com.au](http://www.killerby.com.au)