



Where should I put the button on my web site?

We are often asked this question. In fact, this paper has been put together to give you both a framework for understanding the answers as well as a matrix of industry specific suggestions.

Ideally, you should put the button in the following areas:

- On your “Contact Us” page”. Well that makes sense. It’s what you want to happen except in this case you contact them!
- On your “Frequently Asked Questions” (FAQ’s) Page. This should be at or near the bottom. You don’t want everyone taking the easy way. You want them to try “self service” first but if they still have questions you want to provide excellent customer service.
- Your Assistance button should be included on your “Customer Service” tab. If you are serious about customer service and trying to make self-service as obvious and complete as possible, BUT the service delivery is still incomplete, the “Need Assistance” button demonstrates your commitment to real customer service.
- You need to include the Assistance button on every page that includes a complex process. These may include:
 - Sign up processes
 - Credit card payment processes
 - Registration process
- You should have your button on all pages that include a high value purchase. Most if not all of these purchases will require the reassurance and comfort of a call to complete the process. Typical examples include:
 - Travel arrangement
 - Accommodation
 - Real Estate
 - Financial services
 - Etc
- Remember, with more people finding sub pages within your site from search engines like Google and Yahoo, it is important to consider including your Assistance button in the header or footer as many people will never see your Home Page!
- You should include the Assistance button in your email signature file.
- You can and should include the button in all electronic files like Word documents, PDF’s, power point presentations etc to move people from passive reading to interactive business relationships.

On the following page, we have given some example sites and appropriate locations where a button could be pasted into your website.



<i>Site Type</i>	<i>Primary Location</i>	<i>Alternative 1</i>	<i>Alternative 2</i>
Accommodation	Booking Pages	Room descriptions	Thank you page
Auction Sites	Purchase page	Product descriptions	Auction listing page
Car Sales	Dealer contact page	Vetches description page	Vehicle listing page
Real Estate	Agent details pages	Property descriptions	Property listing page
Industry associations	Membership directory listings	Membership registration pages	Payment forms
Manufactures with distributors	Distributor listing pages	Customer service pages	Distributor inquiry forms
Financial services	Agent contact pages	Detailed product offering pages	Registration pages and product downloads
Retail or hire companies	Location pages	Product description pages	Registration/hire purchases
Apparel or clothing sites	Detail product descriptions	Size matrix pages	Ordering, credit card pages
Franchisors	Franchisee listing pages	Franchisor offering pages	Registration pages
Functions/restaurants venues	Service/offering pages	In planning downloads	Booking pages
Consulting, Personal and Professional services	Product/service detailed offerings	In white papers and downloadable documents	Staff listings
Exhibitions and conference sites	Registration forms	Detailed program guides	In downloadable papers and programs
Recruitment and employment	Employer registration pages	Job application pages	Payment pages
Tourism destinations	Order pages	Media release files	Location pages
Health care	Service offering pages	Registration pages	Product purchase pages
Education and Training	Registration pages	Syllabus documents	Student support pages
Retirement villages	Location pages	Facility descriptions	Tour registration
Travel Agencies	Booking pages	Payment pages	Detailed description pages

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These are just some of the pages and locations where a button like that shown below could be included. As there is no cost to try the system and you have complete control of the hours during which you will accept calls and the budget you allocate, it is best to experiment and try to find out what works best for your industry and site experience.

We believe that more is better so place it on lots of pages, in your email signature file and with all files and documents, like this one!



Love him or hate him this is what Bill Gates said at the ETRA Conference in Belgium ***“In the future, there will not be any significant web sites that do not contain this capability. The question is: How significant do you want your web site to be?”***



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