
What is Web 2.0 and how can it help you get more customers?

News

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By Qasim Majid, CEO IntegrousWe've all heard of it, everyone is talking about it, we all use it, but what it is web 2.0?If you look up it up on Wikipedia you will get the following explanation, (which I might add is one of many thousands of explanations that can be found on the internet).“Web 2.0 is a term describing changing trends in the use of World Wide Web technology and web design that aims to enhance creativity, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web-based communities and its hosted services, such as social-networking sites, video sharing sites, wikis, and blogs.”Confused? Well let me clarify. In a nutshell Web 2.0 is about bringing people and businesses closer together using internet technology.Over the last 3 years we have seen a massive shift in the way we as individuals and businesses are consuming information and interacting with each other. We now use the internet in a much more intelligent way, as though it is an extension of our personality, it is part of our psyche. Examples would be the way we use facebook, youtube and SecondLife websites to interact with family, friends and colleagues. We’d rather “facebook” someone that pick up the phone!So you might ask how can this help me in my business? Its a good question, recent statistic’s have show that over 80% of businesses looking for new suppliers look on the internet first. It comes back to the way we as human beings have started to consume content and information. Businesses want information and want it fast. So having a website that provides the right information is crucial.Also a top tip of getting more traffic to your websites is to create Facebook and Youtube company profiles and what's more, they are free! Youtube is ideal as you can upload a video of your company or it maybe a complex product you want to demonstrate. It can be an instant way of getting to the masses.Want to know how Web 2.0 can help your business? For Free Advice contact our team of experts via enquiries@integrous.co.uk or call us on 08456 581 811.Back to main News Archive