



# Why you need a third generation website

By [Titus Kaloki](#)

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A website is a mandatory feature serving as a global marketing tool, revenue earner and also a press office for your company or organisation. But having a first generation website that has just five pages; about us, services and products, and contact us is not enough to connect with the modern web browser.

To this end it has major benefits which include; having easy access to your company's info, increasing the market share that you can access, the ability to update your company info instantly, helping your clients be better prepared before they contact or visit you, getting immediate feedback to/from clients and allowing you that modern image that connects with the online generation.

Even company's with second generation websites that can interact with clients in the form of submitting info, viewing of the database and even sms/rss applications still don't have the important business website facilities.

A third generation website should be the top priority of those businesses that want to gain or maintain their competitive advantage. This type of website needs to have all the features of a second generation website, plus the following advantages: browsers can view pre-recorded videos on products and services offered or just a marketing pep talk from one of the organisation's heads. This utilises more of their senses thus exciting and enticing them to take the offer. The website should have live chat where browsers can ask and be answered in real time if they have any doubts before making a purchase, and most importantly the ability for browsers to order and make payments on the spot.

Most concerning though is that Kenya is not eligible for ClickBank services. Most business is lost when the client, after getting into the mood of buying, cannot complete the transaction because of a lack of online banking and paying systems. This is because they require credit cards and other credit facilities to do this. Banks and the ICT players should in turn avail credit options that are affordable not only to those on pay slips of certain amounts but also to private business people in the SMEs, enhancing business through online transactions. Third generation websites allow this and will tend to increase turnover exponentially.

## ABOUT TITUS KALOKI

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