CREATING A WEBSITE FOR OWN ETHICAL HOMECARE COMPANY

MONICA GAROFITA MAGHIAR

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JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES

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Title

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KATAINEN, Irmeli
GARBRAH, William

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Abstract

The aim of the thesis is to design a website for marketing a small business in homecare. The goals are to facilitate selling the services and products of the company online and to provide support information for potential customers. The thesis also show that a nurse can combine nursing background with business and utilize individual creativity and resourcefulness to set out on her own as a nurse entrepreneur by establishing, promoting and running her own company. This is to transmit how professional nursing practice can be enhanced through nurses ability for self-determination, further develop skills of autonomy and competence by developing opportunities to exercise profession and engage in choice, leadership roles in health policy, planning, and provision of healthcare services.

Keywords
Ethical homecare, website, online marketing, ethical, ecological principle, nursing competence, wellbeing, customer-oriented business

Miscellaneous

JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES

CONTENTS

1 Introduction

Ethical homecare is a multi-professional, multi-dimensional and multicultural small company. It has a full concept of a customer-oriented business model. Ethical home care provides home care services for seniors, childcare, domestic services and massage. It also sell ecological cleaning products. The goal is to provide different services, so that the customer who needs assistance at home can call in and get various services needed, from one place. Goal is also to build up a long term relationship with the client and this way to build regular based trust between the company and the customers. The writer of the thesis, with her business concept hopes to provide services for the Finnish customers, as well as for some majority of immigrants and refugees in their own language.

There are several competitors in this field and in order to attract potential customers, marketing is essential. In the twenty first century, internet has become a powerful tool in reaching out to the society. For a small business like this to grow, adopting the methodologies of this trend has become very important. Having a website for a company has become a measure of viability and stability, an expectation which customers look up to. More and more customers attach importance to companies that have a website. A website can also provide businesses with a number of options for cost effective (or even free) marketing. This also affords to the potential customers the opportunity to have an insight into the products and services without necessarily visiting in person. A website can be useful in attracting local and regional as well as international market (ElevateMindz, 2013.)

The aim of this project is to establish a website for marketing the services of the company. Specifically the webpage is intended to provide information, sell the products and improve communication among its customers and company.

2 Considerations for marketing own business

2.1 Naming the business

Choosing the name of company is equally important as choosing the brand identity, because it announce who you are and what you stand for. It also acts as a directory of services. The name of a company is a good one when it represents what the company represents, it is easy to pronounce, easy to remember, it meets the clients company needs, it is optimistic, and it sells itself without explanations. When choosing the name of the company, there should be done a list where to state words of what the business reflects, of the results the business produce and of the products company offer.(Pinskey (1997, 3, 4.)

Name of the company should be clear, positive, intriguing. A good strategy to name your brand is to think it in the context of real world, and not among other existing businesses . The name of the business must fit the brand positioning, should emulate human qualities, be easy to read, unique, and should represent a name of a big idea that the brand represents.(Keplesky, 2013.)

2.2 The Mission Statement and Vision Statement

A mission statement is based on a goal or ethics and it shapes the identity of the company. Also, codify the set of principles for the company to act by, communicates the kind of business in question, and supplies the foundation

on which to build the future. The mission statement is important and needed for a company because it establishes and understands the goals a company has, it brings meaning and substance to why the business is done. The difference between a mission statement and a vision statement, is that the mission is a reason of being while the vision is something the company is aspiring to become. The objective in a vision statement is getting into the heart, mind, and gut of where the company is up to become.(Pinskey, 1997, 7, 10.)

Vision and mission statements it is also a tool in making employees to stay engaged and motivated in the strategic planning process of the company. Strategic plans often mean a change in organizational structure or a move toward change. Vision and mission statements, by articulating and repeating the positives of the move toward change in the organization, takes employees on board with the decision making process. (Hawthorne, 2013.)

2.3 Unique Selling Proposition (USP)

Unique Selling Proposition is one of the most important factor that a business depends on. To state one shows the ability a company has to make itself apart from all others competitors to best serve the target market. On a long run, demonstrating a powerful unique selling point, will raise the company above the competitors, and will make the customers believe you are offering something different and high quality that they should buy.(Ortiz 2013.)

Unique Selling Proposition is the philosophy of the company. Unique Selling Proposition is what makes you different from other companies, distinguishes

your company from the competitors. Tells the market what services company represents. It´s role is to assure the customer that the services of the company represents them best. The USP is a conductor of the emotions. USP has to be the magic word,-to make the prospective customer feel that you understand their problem and can fill their need. The USP should consist in few words, or a line. And it must be expressed in fifteen seconds or less. If not, either you, a s a company don't understand what you are all about ,either will the customer.(Pinskey, 1997, 12, 13, 15.)

2.4 Logo of the company

Logo is a powerful brand recognition of a business. It is a piece of a branding strategy of the company, which must be created only after the brand strategy of the company was developed. The logo is a communicating tool. Its mission is to transmits the values and goals of the company. It communicates a message that attracts target audience that the company wants. It creates confidence in the brand and differentiate the company from other competitors. Therefore, the logo comes last, after the brand strategy, the goals and values of the company has been established. There must be a strong association between the brand and the logo, reflects professionalism , is not dated but to be used effectively in the future.(Lake, 2013.)

Logo is not absolutely necessary but if company has one it has to be a memorable one. In that way, the logo adds marketability to the company. Reminds customers who and what you are, as a service provider.(Pinskey, 1997, 15.)

3 Websites in marketing

Website is an important marketing tool for a company. It attracts new customers and help the existing ones to keep informed of what the business is doing. The point with a business is not that the company need a website, but the customers expect the company to have it. If a company has now website, it may lose sales, new customers, and, in the same time, it allows competitors to take your customer just because your business doesn't have a website.(Johnson.)

The website is an extension of the company and it represents the company 24/7. They give to small businesses the ability to compete with larger businesses (Kramer, 2013).

A website is an equivalent to a digital sales person because websites by its mean perform the same goal as a sales person. Website meaning is attracting people to search for information, answers and then make them becoming customers (Conversioniq.com,2012).

According to Ward (2011), in website marketing is not all about driving traffic to the site, but it is to have an efficient enough website to fulfill the expectations and keep the interest of the visitors. It has to look fresh, easy to navigate, up-to-date and well-presented content. A blog and on-site integration with social media networks makes the effectiveness of the website to be maximized.

Even if technology like Facebook and Twitter make it easy for a company to be found, a website it is still essential for a company to have. When services or

products are looked after, people are checking through search engines , and not via Facebook or Twitter, which is most of a fan pages. For search engine optimization, a company to be ranked well, to be found, be promoted, getting customers and selling the business, a website is important. Another important reason why a company should have a website is that it must own a place on the internet where the information and data can be controlled. A website will always provide more specific information and would get customers down on the sale funnel.(Worsham, 2011.)

In a busy era, when people have no time to look at flyers, or check other promotion campaign and due to the fact that in every field there is an excessive competition, marketing and promotion of a business has become very thought. In today´s world, internet has made revolutionary changes and websites play key role in E-Marketing both in the local market and in the international market.(IWEBBS Business Solutions, Inc ,2010.)

A website has become nowadays an expectation that the customers have. It is time costing and efficient to get all information from one place, therefore a company to attract customers must think about a website as a first step strategy. First impression a website create must be positive and to please the eye. It is very important that the website is easy to navigate. In local advertising, a website plays an essential role, because the information will show up in search engines and in local directories providing demographics and a link to the website is provided automatically. A website create vast opportunities even for small businesses to exposed nationally and internationally. In today competitive economy it is worth the time and expense to utilize wise and professional online marketing.(BizBeFound, 2013.)

4 Considerations for making a website

4.1 Social networking

Social networking places online most common are Facebook, Twitter and LinkedIn. If a company´s URL it is shared, Liked, people talk about the website and promote it further Google PageRank goes up (Kramer, 2013). They offer customization for the website and offer metrics and measurements of the online marketing tactics, but they are only to some extend because they are not business oriented (Worsham, 2011).

4.2 Mobile friendly website

In business websites marketing the web is not anymore only about what can be seen on a computer screen. Internet it is used on an increasingly diverse devices, from smart phones to gaming consoles. It is estimated that by 2014, most traffic in the U.S will be on mobile devices. The years 2013 it is the year of the responsive design of a website. This is an opportunity to make the website easier and cheaper to manage. Allows to create only one design that can fit any device type or screen, and its search visibility will be enhanced. Not having a Mobile Website equals with turning customers away.(Krammer, 2013a.)

According to Google research, if a site has no mobile site, or the site is not optimized for smartphones, 61% of visitors return to Google and find other sites that can be read on their mobile devices. The advantages of having a mobile version of the site are consistent branding, which provides a look and feel for the business, a faster page load and improving of user experience, because of mobile sites being made to perform and look better on mobile.

The disadvantages of such mobile version of the website are that they have more complicated design, requires more content management, it do not offer the best web browsing (Bowers 2013).

5 Aims and goals of the project

The aim is to design a website for marketing a small Ethical homecare business. The goals are to facilitate selling the services and products of the company online and to provide support information for potential customers. This will also help reduce help requests via email, phone and feedback forms.

6 Implementation of the website

In making a website there are four main factors to consider namely: design, Search Engine Optimization (SEO), content management and Search Engine Marketing (Kramer,2012b).

6.1 Design

The homepage of the website needs to be the place where the content is featured from other areas of the website. It should not be given full descriptions of the products or services. On the homepage, there should not be all the products or services presented, but only the ones that represent the bulk of the business. If the homepage has big featured sections that represent different areas of the content, it can be clicked on to get more information. . (Kramer, 2012b.)

In websites, one of the artistically creative technology used is to show animation on webpages, and most common is to display photos in a slideshow.(Kramer, 2012b.)

When building up a website it has to be considered the importance of color in branding. It is crucial for creating a positive image among visitors to use proper colors. Color plays important role because stimulates all the senses and it is a good communication method in transmitting a message. It is important to choose the right dominant color for the brand.

The color need to be suitable for the company's image and industry, its brand and to set the company apart. The color should appear also on the logo. The dominant color of the company should be chosen with consideration for the complexity of color psychology and in line with differences of cultures, situations and industry (Kramer, 2012b).

Red, is a warm color, and send an outgoing message. It produce a visceral response because it activates pituitary gland. It increasing heart rate and breathing. Therefore red is perceived as attention-grabbing, energetic, aggressive, energetic, provocative (Kramer, 2012b)

Green, is a cool color, depends on its shade. Deeper greens are associated with wealth or prestige, and light greens are calming. It appeals with freshness, health and serenity. White is associated with purity, clearness and simplicity catches the eye rapidity being perceived by human eye as brilliant color. (Kramer, 2012b.)

Videos help page to become Content Rich and Google likes to bring traffic to "Content Rich" pages. It is recommend videos from YouTube.com or Vimeo.com. Keyword phrases must be put in the title. (SiteNinja, Content Management System "CMS", 2013).

6.2 Search Engine Optimization (SEO)

Search engine optimization is the optimization of the content in within the website, and not the marketing outside the website. Onsite SEO is pulling traffic from Search Engines. It is a process of structuring content on each page of the website. In this way, the page has a single focus that Google will want

to promote by sending visitors to the webpage from Search Results.(Kramer, 2012b.)

In website marketing the importance of a page it is shown by PageRank system. The quantity of inbound links will be calculated by Google on a logarithmic scale based theoretical probability value. The page will show in Search Engine Results in accordance with how high the PageRank is. If a page it is linked with more other pages that have high PageRank will receive itself higher PageRank classification. (Kramer, 2012b.)

Google's own PageRank system gives a numeric weighting from 0-10 for each webpage on the internet. Different website grader, will use different criteria, and the scores between the two site are never similar. For every page, Page Title is the keyword top ranked. It has to be unique for each page.(Kramer, 2011.)

There are few different kinds of websites. If website ends in .html or .htm , then it is a static Html website, and this was the only type of websites while ago. One of the criteria to have a good Search Engine Optimization (SEO) is that each website needs to meet Html standards. The validity of web documents in HTML is checked by the validator of the website. Modern websites are dynamic websites, there are database-driven websites. Dynamic websites usually have pages with file extensions ending in .asp, .php, .aspx or .cfn.(Kramer,2013c.)

A more recent type of webpage is called perma-links and has no file extension. Perma-links are the keywords separated by a dash in the URL of the page, very important for the Search Engine Optimization (SEO) of each page. For Google and other Search Engines it is easier to direct more visitors to websites that have the keywords built into the name of the page.

Flash Websites is a creating technology that is using animation on their webpages. But it takes time to load the page, they can not be read on cell

phone, and since more people us phones to reference information, they have little or no Google Page Rank.(Kramer,2013c).

To get traffic from Search Engines the websites need to have content rich pages. If a page is content rich then it is a good source for the visitors. The content of the page should be organized by using Heading Titles. There should only be one H1 Heading Titles tag on each page, in the body of the page. H2, H3 Tags - is the number two keyword area of the page.

In websites the Alt Text is needed to meet Web Standards and for a good Search Engine Optimization (SEO). It is used for the images. The "alt text" must be carefully used and should support the keywords being used to optimize the page**.** (SiteNinja, Content Management System "CMS", 2013).

In optimizing the search engine optimization (SEO**)** there must be links between pages of the website ("viki-zing"). A keyword phrase must be on one page that can be linked to another page. Furthermore, the page where the keyword phrase is linked to must be optimized for that phrase.

Each product and service must have own optimized page. In this way is more easy for Search Engine Optimization. In maximizing search engine optimization (SEO) it is important to have social networking icons to let visitors see comments from people other than the owner or admin of the website (SiteNinja, Content Management System "CMS"**,** 2013).

6.3   Content Management

On the homepage should be created a "call to action" and that is a strategy in web marketing that the visitors take action by telling them what to do.

 When marketing a business on the internet, it's not good enough to just list the services or products. It must be given to the visitors the possibility to reach out to the company and start building a relationship with the company. (Kramer, 2013d.)

In marketing it is believed that before getting a client it takes up to seven contacts with the potential client before he/she is willing to become new client. The seven-point relation building can starts if the site owner gives the visitor the opportunity to get even more rich information if they only give up their Email address. They follow this same technique on each major page of the website.(Kramer,2013d.)

To make it easy for the visitors to navigate on the website all menus should be at the top of the page. It can be used sub-menus that stay visible in the section of the site and also drop down menus, if there is a need of many menus.(Kramer, 2013d.)

Crumb menus are used to show to the visitors where they are in the site (i.e. Home --> Services --> Service #1). The crumb menus must be hyper-linked and it makes it to be easier if in the menus are keywords.

A good strategy to promote the company, is using people`s  testimonials. This can influence visitor`s decision if to buy company`s services or products. As the product or service pages are static, within a domain of the website it

should be a blog, for good Search Engine Optimization (SEO) results **.** Search engines look for new content in the blog.(Kramer, 2013d.)

Increasing the traffic and possibility for future customers can be obtain through the "Opt In Emails" strategy, which is collecting e-mails from visitors and to offer them something in return**,** like emails from the company with updates of the services or new information in the field of company`s interest. But it has to make sure that the visitors can Opt Out at anytime. (Kramer, 2013d.)

One of the most important criteria for a website to be founded by Google interesting, and in this way to bring more traffic to the site is to be content rich website.. It the website have created content rich pages, with 300 words on a page, than Google finds it attractive and brings more traffic to the website.

In the footer of all pages of a website Google wants the following content: terms, privacy, sitemap.(Kramer, 2013d.)

6.4 Search Engine Marketing (SEM)

Search engine marketing is the activity done outside the website. It is all about how to promote the content within the site, and drive traffic to the site. It is the process of gaining traffic from or visibility on search engines. The Search engine marketing SEM is an umbrella term that covers two broad areas: gaining traffic through free SEO efforts and gaining traffic through paid search advertising (Search Engine Land, 2013).

According to Business dictionary (2013) is a method of marketing that "focuses on purchasing ads which appear on the result pages of search engines such as Google" to the right or above the content. Depending upon the fee and agreement, the adds appear higher on the page, for given length of time.

7 Ethical considerations

Seedhouse (1988), in his book "Ethics, The Heart of Health Care", which is a extension of the theory about the nature of health into the heart of practice, states that ethics is a complex discipline and whose "work for health is a moral endeavor" because it can release the potential of individual.

Ethics in business refers to a behavior of a company and how it integrates into the decision making, policies and practices its values, such as trust, integrity, fairness, respect, honesty. It includes a professional codes of conduct applied in the context of profit –oriented organizations (Blowfield et al. 2011, 15,16).

The central issue of marketing is the relation between marketers and customers. Ethics in marketing produce and sustain a creative response to the what people see as values in goods and services. As a service provider, a company need to have consideration for and to value the need and wants of the customers. For the customer- driven companies whose purpose is the satisfaction of the customer, the marketing concept is an idea to responding fiscally prudent to what people want and value (Brenkert, 2008,45, 46,56).

8. Outcomes

Ethical homecare website looks fresh and clear (Keplesky, 2013).

Figure 1. Homepage of Ethical homecare website. Source www.monim.fi

The name of the company represents the company`s brand identity: *Ethical homecare.*

Figure 2. Name of the company Ethical homecare. Source www.monim.fi

The mission and the vision of the company it shapes the brand identity and codify the set of principle the company stands for and it´s reason of being.(Pinskey, 1997): *The company was created for the people and for the services. We have ethical and ecological values.*

Figure 3. Mission and vision of the Ethical homecare,. Ethical and ecological principles. Source www.monim.fi

The Unique Selling Proposition consists in few words. And it can be expressed in fifteen seconds or less (Pinskey, 1997): *Local, humanly, small, a little different, still quite ordinary.*

The logo was carefully chosen after the brand of company as established, and after consulting my friends, some existing customers, and a business consultant. After the logo was chosen , I did consider doing any changes seriously.(Lake, 2013). Logo has four components that represents, in my mind, the overall balance between the three aspects of living, the holistic idea of a family wellbeing and, as an extension of a family, the community and society wellbeing. Logo represents two hands in a shape of a heart holding a house. Inside the house a puzzle, as a symbol of one piece out of a whole.

Figure 4. Logo of the company Ethical homecare. Source www.monim.fi

The dominant color of the company was chosen in line with company´s brand and consideration for the complexity of color psychology. The color appear also on the logo. Dominant color of the brand is light green and it is combined with red and white. (Kramer, 2012b)

On the homepage there are displayed photos in a slideshow. On each photo there is an "Alt text" which was chosen in accordance with the brand and the mission that the company stands for. The pictures used are personal pictures, chosen from previous professional activity or family album.
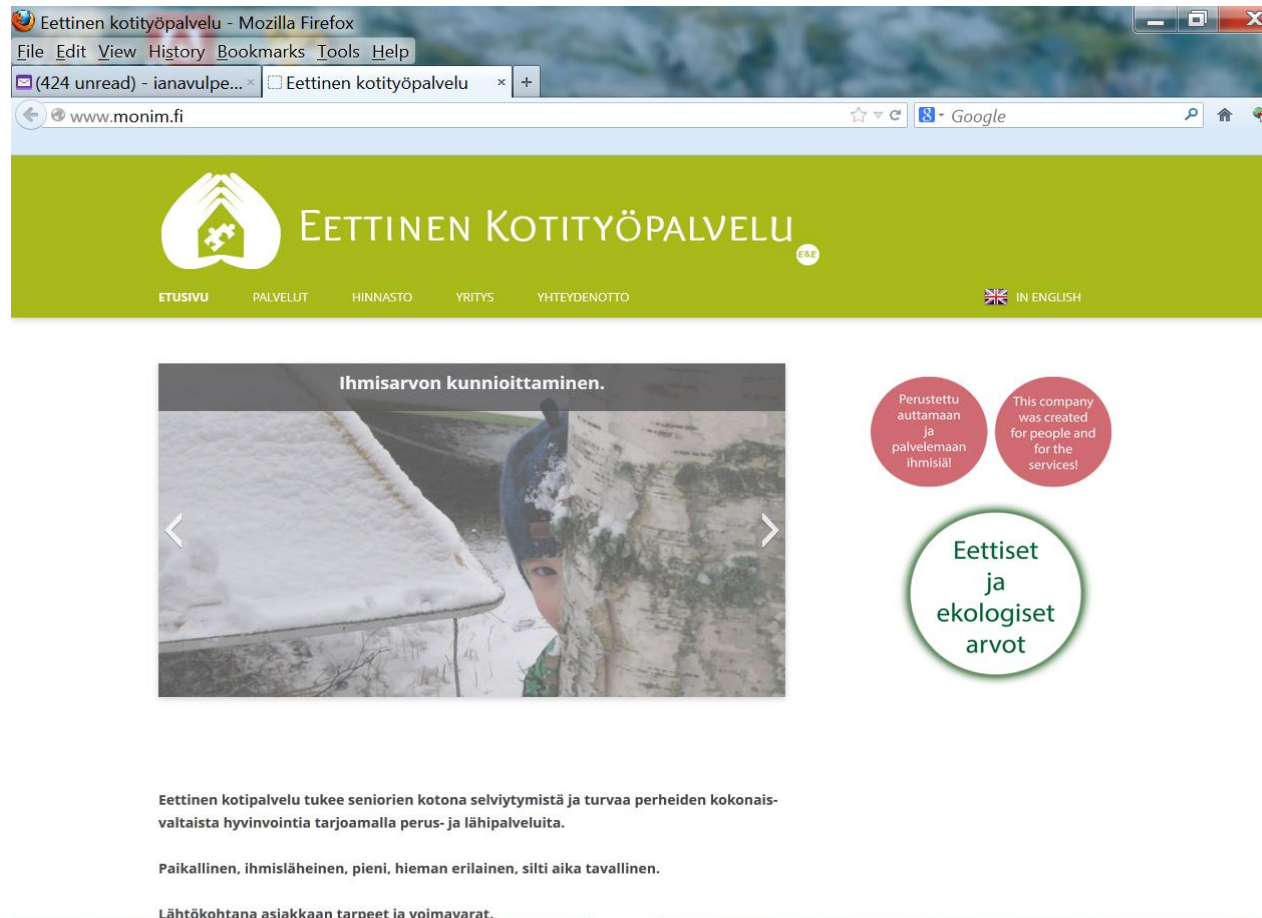

Figure 5. Pictures displayed in a slideshow on the homepage of Ethical homecare company´s website. Source www.monim.fi

Homepage represent the bulk of the business. It do not describe all the services the company is offering.

All the content of the website is featured in five main categories. The orders of pages were considered according to the potential interest of the customer. In this case, company´s location, what it offers, the cost of the services and information about the company , with contact details for further information and online ordering of service.

All menus are at the top of the page. Sub-menus, drop down menus and crumb menus were used.
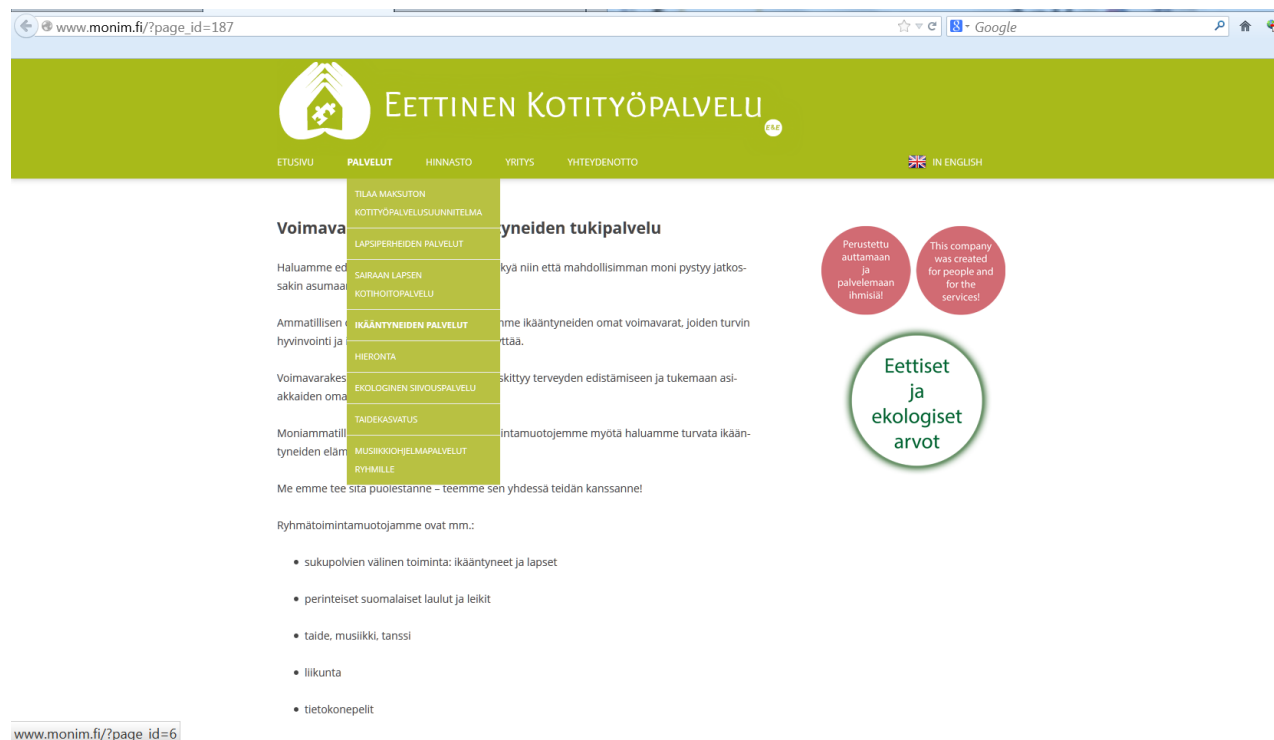

Figure 6. Website page with menus on top and sub-menus. Source www.monim.fi

Each service has own optimized page. On the page with services, first in the sub-menu is a subscription form for free evaluation to a plan for the service needed. This is a strategy meant to attract and keep the visitor´s interests in company services. (Kramer, 2012b.)

www.monim.fi/?page_id=59 ☆ ▼ C 🔍 Google

Ikääntyneiden palvelut

Yrityksemme on määritellyt työtehtävänsä ihmisten ja kotien arjen kotityöpalveluiksi, joissa ei edellytetä sairaanhoitajan ammattipätevyyttä.

Senioripalvelumme sisältävät seuraavia palveluita:

- Avustaminen aamu- sekä iltatoimissa
- Avustaminen lukemisessa
- Avustaminen vaatteiden valinnassa ja pukeutumisessa
- Avustaminen viihdeaktiviteeteissa, esim. musiikinkuuntelussa, seuraleikeissä jne.
- Elokuvien valinta ja vuokraaminen
- Kalenterin ylläpitäminen
- Kasveista huolehtiminen
- Kauppalistojen suunnitteleminen
- Kehon painon seuraaminen
- Kirjeiden ja asiakirjojen postitus
- Kirjeenkirjoitusapua
- Kirjojen ja lehtien ääneen lukeminen
- Kirjojen ja levyjen lainaaminen kirjastosta
- Kodin koristelu
- Kodin ylläpidosta huolehtiminen
- Lumenluonti
- Mielialan piristäminen
- Monipuolinen viriketoiminta
- Muistuttaa tapaamisista
- Osallistuminen käsitöiden tekemiseen
- Opastaminen tietokoneenkäytössä
- Opastaminen TV:n ja radion käytössä

Photo by Carol Garbiano

Perustettu auttamaan ja palvelemaan ihmisiä!

This company was created for people and for the services!

Eettiset ja ekologiset arvot

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www.monim.fi/?page_id=100 ☆ ▼ C 🔍 Google

Lapsiperheiden palvelut

Yrityksemme on määritellyt työtehtävänsä ihmisten ja kotien arjen kotityöpalveluiksi, joissa ei edellytetä sairaanhoitajan ammattipätevyyttä.

Tarjoamme erilaisia hoivapalveluita lapsiperheille, joilla on tarvetta lastenhoitoapuun ja/tai kodinhoitoapuun.

Tarkoituksena on vahvistaa perheiden hyvinvointia seuraavissa tilanteissa:

- väsymys ja uupumus perheessä
- aikuisten tai lapsen sairastuminen tai vammautuminen
- raskauteen tai synnytykseen liittyvä avuntarve
- perheen erityistilanne (esim. avioero, muutto)

Työntekijämme ovat koulutettuja lastenhoidon ammattilaisia tai hoito alan opiskelijoita, jotka kokevat olevansa sydämen asialla.
Avustamme mm. seuraavissa tehtävissä:

- lastenhoito kotona
- erilaiset kodinhoitotyöt (peseytyminen, henkilökohtainen hygienia, vuodehuolto, pyykinpesu)
- omaishoitajien sijaistaminen
- sijaisperheiden sijaisuudet

Photo by S Braswell

Family

Perustettu auttamaan ja palvelemaan ihmisiä!

This company was created for people and for the services!

Eettiset ja ekologiset arvot

Figure 7. Pages with customized service. Source www.monim.fi

On each page with the services there is a statement that clarifies the legal restrictions of the services delivered, in this case, company do not offer services which requires a nurse degree qualification. . (Kramer, 2012b.)

A viki-zing system was possible by linking pages to other using keywords phrases. Also, the page where the keyword phrase was linked to have been optimized for that phrase (SiteNinja, Content Management System "CMS", 2013).
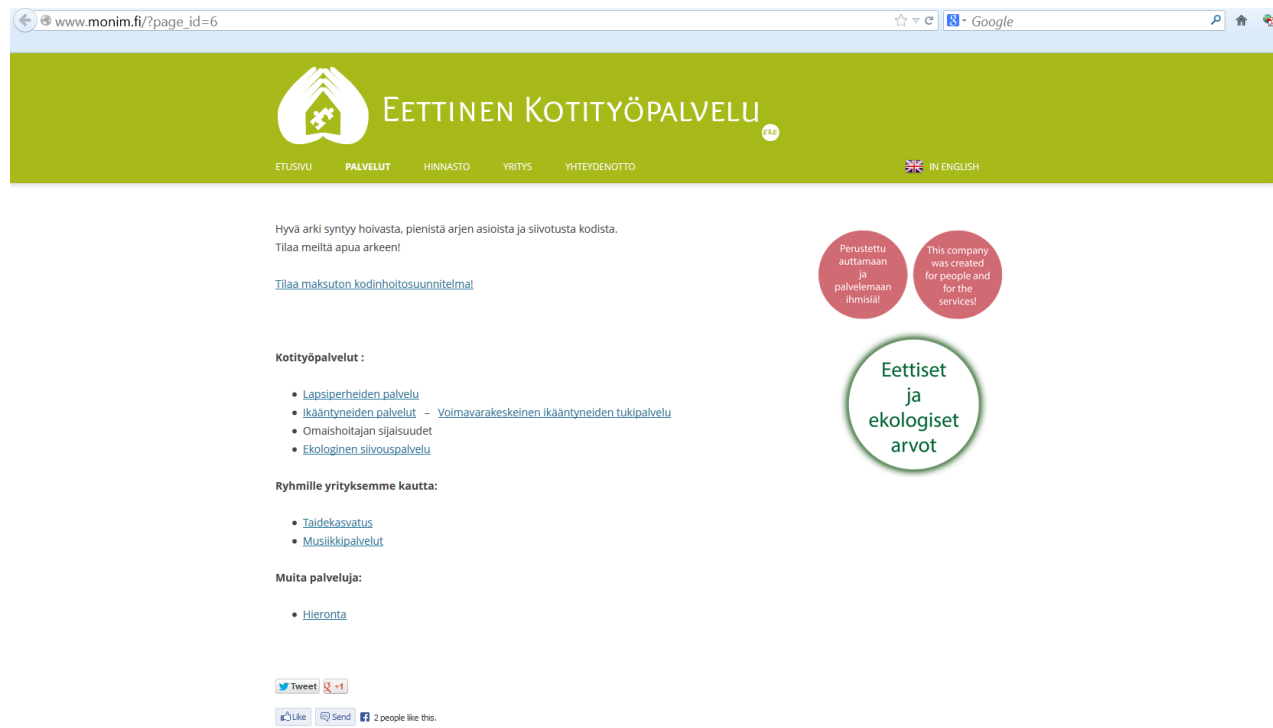

Figure 8. Page with linked pages to other optimized pages. Source http://www.monim.fi/?page_id=6

9. Discussions and conclusions

The importance of my logo

The ethical business concept is a holistic concept. The concept as the mission of the company is captured in three circles point-down triangle. The point-down triangle can represent female energy, a descent into the physical world. It is a sign of water, one the fifth basic elements of which the entire world is composed. Water is a sign of emotions and possesses motion and action. (Beyer, 2013). As the mission of the brand is a conductor of emotions so is the point-down triangle and its major element, water. Because the company is delivering health care service, people `s emotions are at the core of the company´s mission.

The triangle symbol

Symbols are used since ancient times to represent elements, others to represent ideas (Ancient symbols.com, 2013) . The triangle has many symbols, mostly used in religious context, but can be used also in concept such as spirit, mind and body (About.com, 2013). The triangle is also a symbol of European Union as to be built upon the "institutional triangle" of Commission, Council and Parliament which produces the policies and laws that apply throughout

the EU (Europe Union, 2005-2013). World Health Organization has introduces the concept of health triangle for the first time in 1948. It conveys the ideas that in order to achieve health and wellness it impales the need for overall balance between the three aspects of living. Each aspect of living is making up a side of the triangle, and there are mental health, physical health, social health (Jeanty, 1999-2013).

For the writer of this thesis, as a creator and owner of an ethical home care company, the components of the business triangle that encompasses the mission of the company are: health promotion, primary care and community-based home care (Gottlieb et al. 2013).

Color in branding

The role color plays in science, humanity and health has been explored and theories developed by researchers, practitioners, allied health and social care professionals, alternative and complementary therapists (Applied arts&health, 2012). Researchers have found that green color is perceived by many people having healing energy, and it is associated with refreshing of the spirit and recovery. That is why green color is chosen a color scheme by many hospitals. Green color is easiest for the eye to take in. Also increased comprehension and reading of texts printed on green paper has been demonstrated (Rose, A., 2013).

The challenge of the language

In designing a webpage and in marketing in general the language is very important. It has to be concise and clear. It has to be said much with only few words. It should be as short as possible and doing this in Finnish which is not my native language was challenging. To make an efficient selling speech in Finnish was difficult.

Optimization and promoting strategies

In the Website Optimization videos did not play any role, due to the fact that there were not videos uploaded to the website by the time of the thesis was written.

At the time of thesis writing there were no Testimonial and blog page on the website.

My website doesn't use keywords in the URL of the page, meaning that I am most probably missing potential visitor traffic from Google and other Search Engines (Kramer, 2013)

To promote my website I have created a free account to one of the many free tool it can be found on the internet (Kramer, 2011).

I have downloaded the FREE Google Toolbar, which has the PageRank indicator. PageRank will be calculated for each page someone will visit.

To validate my website I went to <u>W3C Markup Validation Service</u> for further check of my website.

Conclusion

The thesis shows that a nurse can combine nursing background with business and utilize individual creativity and resourcefulness to set out on her own as a nurse entrepreneur by establishing, promoting and running her own company. This is to transmit how professional nursing practice can be enhanced by nurses ability for self-determination, further develop skills of autonomy and competence by developing opportunities to exercise profession and engage in choice (Gottlieb et al. 2013).

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