

## DESIGNING YOUR WEBSITE

The very first thing to consider is “what do you want to tell your customers?”

This may sound rather obvious, but on closer inspection, one must get to the root of what the website aims to achieve. An endless list of product will soon lose its viewer. A way must be found to categorise products and services in a logical manner, possibly being broken into several different areas, then sub-divided further, leaving each page with a smaller list of direct interest to the prospective buyer. Websites are organic, ever growing, ever changing. Do not expect a site to be launched and stay in that form for long. You will always find ways of improving, adding, sometimes subtracting.

**TITLE:** A good name is half the battle. Always consider what the public may seek. The obvious “joeblogsandco.co.uk” may sound fine, but think laterally: “bloggscaithness.co.uk” might be more memorable to the customer. Each company will have its own strengths within its title – use these, without losing sight of the company name.

**COLOUR SCHEME AND THEME:** If you have a corporate colour this should be featured and any particular theme appropriate to the business should be incorporated.

**BREAK DOWN SEPARATE SECTORS OF THE BUSINESS:** Make a list of features within each sector. Make a list of items within each feature.

**ABOUT US:** It’s always good to ‘personalise’ your website, letting the viewer know that it is about people and not a robotic computer programme. Connect to people.

**LINKS:** It is wise to offer suitable links to other sites. Of course you want people to stay on your site as long as possible. Use links to hook up to other sites, possibly manufacturers’ website, where product information can be found in detail.

**ADD YOUR LINK TO OTHER SITES:** You can get much more traffic if your address is easily found. Special interest forums and the like will usually carry lists of ‘sites of interest’.

**CONTACT PAGE:** will carry telephone, fax, e-mail addresses etc

[joe@bloggscaithness.co.uk](mailto:joe@bloggscaithness.co.uk); [josephine@bloggscaithness.co.uk](mailto:josephine@bloggscaithness.co.uk); *keep it personal*

**ON-LINE SHOP:** You can even run an on-line shop or ‘e-shop’. You receive an e-mail order and send the product to the customer. Payments can be made through a secure site such as paypal direct to your bank. Obviously there are handling charges by the processing companies and banks for such a service.

**ONCE YOU HAVE CONSIDERED ALL OF THE ABOVE, CONTACT US AND WE WILL DO THE REST.** We will register your chosen domain name as available and build a basic website according to your guidelines. You will be able to view it on-line, offering changes and your ideas until it runs to your satisfaction. We will be available to make modifications as when necessary – monthly special offers and the like.

Hope to hear from you soon,

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