

## **What to consider when considering your own website**

In order to create, or have created for you, the best website possible for you and your business, the following will prove useful considerations, helping to create a site that you are happy with.

What do you want your website to do for you and your business?

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Who are your customers? \_\_\_\_\_

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How do you want them to respond to your website? \_\_\_\_\_

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Spend some time "surfing" – perhaps just drifting from site to site, doing a search for things that interest you, or look for your competitors sites.

What sites do you like

Why?

_____	_____
_____	_____
_____	_____
_____	_____

What sites do you not like

Why?

_____	_____
_____	_____
_____	_____
_____	_____

What would you type into your search engine to find your business or your competitors – make a note of these words and phrases, and ask as many people from various backgrounds. This information will be useful for your web designer; they will contribute to your keywords.

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Something we spend time on with our service for each of our customers is research into websites that it would be useful to have a link from, and those it may be useful to link to – not only to attract more visitors and interest, but some of the search engines and directories place a certain importance on links from sites they consider to be particularly useful and informative. This is something you should also consider while "surfing", and note any potential sites to link with.

When you have your website live, you need to tell people about it – on your stationery, literature, email signature, press releases, everywhere possible. The site should also be submitted to the more useful search engines and directories, but do bear in mind that it will probably take some weeks (or even months) before it will be listed, and a listing is often not guaranteed. Your website is an important part of your marketing strategy, not the only thing you should consider, but it is a part of the whole. As best it can it should reflect your business, providing a shop window to the world – whatever your visitors think of your website will directly affect how they consider your business.