

Chevinside

Web Site Factsheet

This free factsheet helps you with understanding the decisions that need to be made when organising a web site for your business.

- Design

An expensive and important part of the web site. A well-designed site will load quickly and be easy to navigate. Industry standards suggest that if a site takes more than 10 seconds to load the visitor will probably leave. The first page should offer something of interest to the visitor in order to entice them to look at the rest of the site. The site should be centred on the visitor and their needs rather than just being an on-line company brochure e.g. a plumber or gas showroom could offer troubleshooting advice, emergency tips or perhaps a special offer. This makes a visitor more likely to return and to use your services.

- Domain name

The domain name is the www. component of the site. It should be relevant to your business and easy to remember. They are generally quite cheap (expect to pay £10 – 20) but shop around because some companies will double or treble the price. Your web designer can arrange the purchase and some will include the cost of the domain name in your package.

- Web space

Your web site has to be stored on a computer that is permanently switched on and connected to the Internet so that anyone, anywhere can access it 24/7. Web designers can usually offer to host your site on their web space or you can purchase your own – this is generally more expensive but can be more flexible, especially if you are thinking of expanding the site at some future time. Beware of using free web space such as that offered by Tripod, Freeyellow and others. These are financed by advertising, which is very intrusive giving the site an amateurish feel. The pop-up adverts and banners are annoying and will drive customers elsewhere.

- Updates

A good web site should be dynamic. It should be updated regularly with, for example, a special offer or handy tip relevant to your business. Some web designers will make small amendments as part of their on-going customer service although major updates will generally be charged.

Do you want to increase your profits? Then contact Chevinside now for your [affordable and effective web site](#).