

Hot Tips for Website Design

You may be feeling that it should really be easier to find someone to design your website, or you did find someone and it didn't work out – for whatever reason. This list is intended to help you to select a website designer who is right for you. Of course we'd be happy to talk to you – but it helps everyone if you can have given some thought to what you want your website to do.

Important points & Words of caution!!

- Websites are not high street shops. When people go shopping they intend to buy something. Most people using the internet are in search of information to help them buy. Less than 1% of people are ready to take action – which includes buying stuff.
- Your website needs to *attract* people and then *convert* them to sales or whatever action you want them to take - which could be become a member, participate in a discussion or whatever your venture is about.
- Your website needs to have multiple sources of traffic to be successful and to get to the top on Google and other search engines. This means you will need to promote it by as wide a range of activity as possible. People make the mistake of publishing their website and then leaving it all alone.....it is lonely out there... .and will remain so if nothing is done to support it.
- You do not need to spend a fortune on advertising when you have a great website. But you do need to spend something.
- You need to become good at internet marketing – not by enrolling in a lengthy Marketing course to become an expert – but by trying different things and being paranoid about testing if they work!

The Website

- Point A. Budget. To some extent you get what you pay for. A good designer will be flexible and honest about what you can have for your budget. But you need to bear in mind that you are paying for someone's time, knowledge and expertise. Would you work for next to nothing??
- What do you want the website to do? Is it a window into what you offer? Does it provide information only, is it intended to allow purchases or drive membership? Think about this and look at others who offer similar products or services. Use these examples when you are talking to a web designer.
- Be prepared for the web designer to say you need a bigger budget! But also expect the web designer to come up with some creative options for you in terms of functionality and look.
- Think about your colour preferences and logos. Try to think bigger picture to present a uniform look.
- Find a designer who could organise purchase of your domain, and hosting arrangements too – it's not essential but can make life easier.
- Make sure the Domain is registered in YOUR name – it belongs to you for the allotted time, and you need to know when it's due for renewal.
- Think and ask about email marketing, lead generation and information capture.
- Optimisation – you do not have to spend £1000's on this. It plays a part but you can do quite a lot yourself so discuss this too with your designer.
- And finally, the words that are used are really important. If you are struggling to write copy, ask the designer if they will help you, and be prepared to pay them a little extra for their time or for them to recommend a copywriter. HOWEVER!! This is your business or venture and you know best who the end user will be, what you are supplying to them and what they will be likely to look for. This will give you key words and phrases to use.

We hope this has been helpful. Get in touch if we can help you further. Best of luck!



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