

What is a website?

A website could be the most effective way to communicate the messages and information that your current and potential customers want to hear.

Before you start thinking about layout and design, spend some time thinking about what the key content of your website should be – answering the questions below should help this.

My Website:

What are people searching for when they visit your website?

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What do they expect to find?

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How can you best match or ideally exceed their expectations?

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Is your core message communicated best through words, images, video or other media?

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How can the core values of your business be effectively shown?

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What do your competitors have on their websites?

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What will make your website stand out positively from your competitors?

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What pages do you need on your website?

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Is a 'traditional website' the best option for you? Yes No

Could your online presence be better achieved through one of the following options?

Facebook Page Blog Site LinkedIn Company Page

