

Bay Web Designs



Attractive, affordable websites

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Think about your website.

So, you've got a business and now you want to get a presence on the world wide web to promote it. After all, a website is online and available 24/7 so is an excellent way to promote your business – isn't it?

Stop.

Before you hit that dialpad on your phone think about what exactly you want from your website. Taking a little time beforehand to consider your (and your client's) needs will mean you do get a website that is effective for your business.

What do I want a website for?

How do I want to reach my current and future customers? What do I want them to get from my website? Is it a store-front site just to show people my products & services or do I want more?

How big should it be?

Do I want a small & functional site with a 'welcome' page, a 'contact' page and some information pages? Or do I want a bigger site with more services for my customers such as feedback options, forums, social networking and so on?

What about the look and feel of the site?

Business-like or fun & funky? Think about colours, fonts, images, icons that you might want to use. **be aware of copyright restrictions for images & icons.*

Who are my target audience?

This will influence all of the above. If your target audience are young and tech-savvy then that gives you a different set of options than if they are of an older age-group running older computers.

What do my customers want?

This should be the most important question you ask. After all, you are trying to provide another way for your customers to find you, see your products, contact you. They are the ones who will use the site and so should be the ones you consider most when thinking about your web presence.

How does my site get updated?

Even if it's just a simple three page site, at some point you will want to update the content. If you (or one of your employees) have experience then they may be able to do it. Alternatively, there are fairly inexpensive ways to build updateable content into your site. If your site is going to be regularly updated then a content management system (CMS) may be the way to go.

What's my budget?

This is the hard one. Web designers are professionals and charge professional rates. While very simple sites built from templates may well cost very little a customised website with lots of pages and a CMS will cost you a reasonable amount. Think what you'd pay for a plumber, electrician or good hairdresser.

Now you've asked yourself all these question...

Please call Sharon at [Bay Web Designs](#) who will advise you on any worries or questions you may be unsure about and then create and attractive, affordable yet effective website for your business.