



### **So what's your website for anyway?**

Many people contact me requesting a website with absolutely no idea why, or without any plans about what to actually put on it, apart from saying an odd comment like 'I saw this cool animation the other day'.

Spending some time thinking about what you are trying to achieve from a website for your business is really important. A web developer can produce any site you want, with an almost unlimited range of styles and any functionality you care to mention that you have seen on even the biggest of sites (it's just a matter of costs!).

I would always recommend every company has at least a single page with their own domain name. This includes all those small local businesses from plasterers to window cleaners. The primary reason for this is that many people use a website as a simple phonebook and address page. Having a nice and easy to remember domain name makes this easy, it also means that should you decide to change your ISP (Internet Service Provider) to another one, you don't have to change your email address every time.

Many companies have absolutely no reason to have an e-commerce site, as they have nothing to sell directly online. However, this seems to stop these businesses thinking about what other types of functionality they could have on their websites. If you are a company that sells online, it's easy to see what business improvements a new e-commerce website will make to your companies profit line, but if not, what should you have on your website? Such items like news articles are OK, but you must be willing to actually enter relevant text. A website with the last news article dated 2002 doesn't do your business any favours!

The key thing to do is to think about your business processes. Are there any procedures that could be made easier if they were online? For example, do you email out the same documents again and again to your customers? Instead you could have a secure system with your latest business documents online that could be accessed by your clients.

Saving time and money should be a key consideration when looking at systems to develop for your website.