

Business Websites

A story of bricklayers and architects

If you want a house building, you will need a builder. However, before he begins his work, he will need to see some vital information; the plans. Builders can't start work without properly drawn up plans. So in order to get the plans you go and see an architect who will sit down with you and ask what you want your new house to look like: How many bedrooms? How many bathrooms? How big do you want the kitchen? How much storage space do you require?

Only by fully understanding what you want, can an architect put together the plans to incorporate your wishes; and only when the plans are completed can the building work begin to make everything come together.

Now, if we apply this analogy to website design, then before a website can be built, you must first decide what you want your site to do. What do you want to achieve? What is your target market? How much extra capacity do you have? What is your most wanted response?

In most cases, the only real purpose of a website is to promote the business and create a measurable response from the visitor, which is usually a general enquiry or a direct sale. Therefore, websites should be designed with a marketing approach, and built for 'Sales Effect'.

However, most website designers tend to be computer experts who do not have a marketing background. This inevitably leads to sites being built from a purely technical viewpoint. In other words, he is a builder working without any proper plans. The result may be solid and well built, but is unlikely to be effective.

How a website is technically built is of little relevance to a visitor. It is how a site looks and what is written on the pages that create the user experience, leading someone from the front page to your most wanted response – the sale.

Creating a 'Sales Effect' website calls upon marketing and design expertise, and that's where we come in. The correct web design delivers web development packages that create tangible and measurable results for clients.

We don't just build websites, we help build businesses.

Think about what you want your website to do, and then call us. Together we can make it happen.

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