

Getting Started

There are a few things that you can begin to think about and do to get the ball rolling. You can start by taking a look at your competitor's websites. Write down what you like and don't like about their sites; for example, colors, graphics, ease of use, interactive components, amount and type of content, etc.

Here are some questions to ask yourself that will help you get started. If you can't answer some of the following questions, it's OK. We'll help you every step of the way.



What is the objective of my website?

You might ask yourself, "Why do I want a website — what do I want it to do for me?" There are many reasons to have a website, what's yours?

Who is my target audience?

Your target audience is the primary group of people that your marketing efforts are aimed at appealing to. With your target audience in mind, think about what information is most important to have on your website. Are they male, female, or both? How old are they? What motivates them?

Do I have any design preferences?

Think about colors, content, a logo, and photographs that you would like to include.

What is my competition doing online?

Visit your competitor's websites and look them over for ideas. What kind of information are they making available to their visitors? Do you like or dislike anything about the design or content? What could you do better?

How do I organize my content?

You should think about the major points you would like to share with your audience. Break those major components up into separate "pages" with logical page titles. Of course, we will help you with this, but it doesn't hurt to start thinking about it now.

OK, I've done all that. Now what?

Well, if you haven't done so already, call us for a free consultation. We will answer all your questions and show you just how easy it is to improve your business with a professional website solution from Website Solutions of CNY.