

A Brief Introduction to Designing Your Website

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A scenario to consider:

You are the owner of a shoe store and you just secured a spot in a large popular shopping mall downtown. After the initial excitement wears off you realize there are three other shoe stores in the same mall, all going after your potential customers. You've been successful in the past, but then you have never faced this kind of direct competition before. So you start to think about how you might get the upper hand. You ask yourself, how am I going to attract customers into my store? And once they're there, how are you going to get them to stay. Even more importantly, how will you convince them to buy something? You could lock the doors and force them to buy, but that might not work so well a second time. No, you need a real plan, an approach that helps you stand out from your competition while offering your customers a pleasant shopping and/or browsing experience that will keep them coming back and best of all, telling all their friends about you.

Now honestly answer the following question:

Who would you hire to help you create this environment that is so essential to your success?

(a) Would you hire your 16-year-old nephew, who says it would be good experience to try this out?

(b) Would you try to do it yourself, considering that you have never done this before, but how hard could it be?

(c) Would you hire a professional designer, architect or marketing expert to do the job right? If you are serious about your business then your answer most likely would be **(c)**.

So then why would putting that same business online be any different? But while these choices may sound silly, the reality is that these are exactly the

questions people think about before putting their businesses online. Many people have the idea that Field of Dreams vision, "if you build a website, they will come", but this couldn't be further from the truth. Why would they come? What are you offering that others are not? How can you stand out from the crowded world of ugly websites? What can a professional web designer do that my 16-year-old cousin can't? These are the questions you need to ask and answer.

Please read another article found on this site titled "Choosing a Website Designer" will help provide you with answers to these questions as well as other useful information that will make your online experience a very pleasant and successful. If you have additional questions please don't hesitate to contact us.

Good Luck!

Webanello Inc. is a results-focused web design and development company. We help clients reach their target markets via "web sites that work" -- as profitable online marketing tools. Adept at defining, or redefining, your company's image and message for the web, Webanello offers outstanding turn-around time and top-notch customer service.

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