

# Bluestream Web Inc.



## BUSINESS WEBSITE ESSENTIALS – SOME THINGS YOU NEED FOR BUILDING A WEBSITE

There are many components other than the way your website looks in the making of a customer friendly website as well as your website being found on the internet. Here is a quick look at some of the things you should consider for a customer friendly website.

**Domain Name:** keep it simple and easy to spell. Try to get a domain name that is the same as your website name because people will remember both quite easily. Unfortunately, you can't always get it that way; then you need to ask yourself how committed you are to the name. Some say to buy your domain first. If this works for you, great. If not, alternate names usually will be provided. If you do choose an alternate just remember to use that full name when advertising. Don't leave out any part of the alternate domain name because people will leave that part out also and may not be able to find you.

**Contact Information:** there are many ways to contact a business - a phone number, an email address, a custom contact form, a google map, etc. You want to not only make it easy but also give the customer a choice on how to contact you. Not everyone wants to make a phone call or only send an email. If you don't make it easy to find your contact information or give choices, you take a chance of losing a potential new customer. You need to include several ways for them to contact you as well as locating contact information in strategic locations throughout your website.

**Testimonials:** testimonials are a persuasive piece of content that potential customers view before purchasing from or seeking out a company to do business with. Having customers say something positive and honest about you and your business may help a potential client make that decision to call you. Consumers like to read what others say about and it helps build trust; don't re-word your customer's testimonial. It is worth the little bit of extra time to ask for a testimonial from your existing customers.

**Attract The Viewer Quickly:** how do you do that? Tell the viewer with a very clear and straightforward description about you and your service or product on the home page, and that tell them they came to the right place. This will grab their attention quickly and entice the viewer to stay on your website longer. The worst thing you can do is to make the viewer navigate around your website to figure out who you are and what you do.

**A Friendly Menu for Website Navigation:** There is nothing more frustrating than going to a website page only to have no menu. Keep the menu simple and concise and on every page to help the viewer easily navigate to the page they are looking for as well as go back to a previous page. Adding drop down menus is also a user friendly component to allow the viewer to see all the content quickly from each page heading.

**Links That Work:** what is a link? Anything that you can click on to take you somewhere else whether it's on your website, to another website, to a document, etc. How the link is designed will depend on what it's being used for. We will help you with links.

**Content:** what do we mean by content? There are so many factors regarding content when building a website. Here are a few things to think about: organizing correctly for the scanner, fresh updated content, basic easy on the eyes colors, short concise paragraphs, screen friendly fonts, headers, bullet points, do not cram too much content on one page, significant word location, quick page summary that makes sense if that is all the viewer reads, using images, pictures and icons, keyword placement, offers and specials, and so much more to consider. Make sure to keep your content to the point, offer specific information regarding services and products. Tell your audience a little about yourself including experience, degrees, license, community involvement, etc. Don't worry though, we'll go through your content and make suggestions if needed.

**Call to Action:** think about a call to action for your customers. People like stuff like coupons, free quotes, 24 Hour, etc. Think of something you can offer to the customers to entice them to call you. Just tell us what you want, and we'll design a call to action for you.