



Winning Websites
7 tips on how to upgrade your website

*By Chris Roche, Managing Director
Acutec Limited*

January 2011



Contents

Introduction	2
Previous Options	2
The Acutec Solution	2
Implementation	4

Introduction

Websites provide customers with round-the-clock access to your company.

When websites began they were about gaining an online presence rather than making them work for the company. But today a website is an intrinsic element of a company's marketing mix and it's essential to get it right. Many IT companies, like Acutec, develop websites for clients and based on first-hand experience of what does and doesn't work from a technical perspective, have used this knowledge to produce seven top tips for getting your website right.

Previous Options

Websites have for many years, been seen as information provision spaces. They only contain information with no opportunity to buy online, place orders online or gain support online. Today that is changing and we're keen to share key issues when considering a website upgrade.

The Acutec Solution

Seven top tips for getting your revised website right and making it work harder for you.

1. Decide your objectives

The first thing to do is decide your objectives – what do you want to get out of your website? To generate leads, to reassure existing customers, to check stock or enable customers to buy online? Before you review your website, decide what you need and who will look after the site.

2. Prepare your content

Secondly, prepare your content. Getting noticed in a crowded world has become more challenging and fighting your way up the search engine ladder can be tough. It starts with great content which is relevant to people searching for your products and recent enough to attract search engines. This means being able to add to and update your website on a regular basis.

3. Remember less is more

Too much information on a website can lead a potential customer to make a negative decision about your business instead of picking up the telephone. Don't overwhelm visitors with information or they may simply click away from your site.

Look at alternatives to lengthy text articles such as YouTube videos or PowerPoint presentations.

4. Design matters

When we encounter so many brands on a daily basis but the ease of use is more important than the style. A great looking site that is difficult to navigate is likely to lose more visitors than a less attractive, but easy to use site.

5. Construction

Don't forget the construction, many sites use flash but Apple iPad and iPhone users can't access flash so sites using this technology may want a re-think. Mobile phone users are growing too and site construction should be less complex to enable usage on any device.

6. Search engine friendly

Sites should be search engine friendly which can involve simple tasks from adding appropriate title text, to updating content and finding suitable sites to connect with. Non-flash sites are also more popular with search engines.

7. Integration

Finally, link it all together - if you are using YouTube, LinkedIn, Twitter or blogs don't forget to tell your visitors to access these sites too.



Implementation

For help and support on developing
your website, contact ACUTEC
St Peters House, Church Hill,
Coleshill, Birmingham B46 3AL

info@acutec.co.uk

01675 469020