

# Web Design Tips

– Preparing For Your New Website.

## Top Considerations

- Brochure site or more complex E-commerce site?
- How many pages?
- What is your customer profile?
- Are there competitor websites you like?
- How will customers find you?
- What “call to action” do you need?
- What are your key “navigation” words?
- Have you registered a domain name?
- Have you written your website text?
- Do you need hosting?

“Bay Group is extremely pleased with the service provided by Ridge Web Design. We now have a website that exactly meets our requirements, within our limited startup budget. I would highly recommend Ridge Web Design to anyone that requires a new website.”

Jacinta Conlon  
Managing Director  
Bay Group | [www.baygroup.ie](http://www.baygroup.ie)

## About Ridge Web Design

Based in the Innovation in Business Centre, GMIT, Galway, Ridge Web Design specialises in web design for new and existing websites, search engine positioning, website hosting and online marketing..

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## Executive Summary

**Good preparation is key to getting your website right. No matter how good your web design company is, they will need well thought out direction from you in order to build your perfect website. This article will help you consider some key questions to put your web design company in the best position to build your perfect website.**

### ■ Do you need a micro-site, a standard brochure site or a more complex E-commerce website?

A “micro-site” is usually up to 5 pages in size and is typically focused on a specialised service, product or marketing campaign. It is generally unsuitable as a company website.

A standard brochure site is usually about 10 pages in size and is the typical website chosen by startup companies.

More complex sites may require search facilities requiring backend integration with databases, shopping carts, online payment facilities, etc.

Your competitors' websites are always a good starting point. You can find websites within your own category on Yahoo directory for example: <http://dir.yahoo.com>

### ■ Who is Your Customer?

Your typical customers' profile will dictate the colours, images and themes used throughout your websites' design. Consider male / female, age group, socio-economic categories.

### ■ How will your customers find you?

Simply building a website will not drive customers your way. There is enormous competition in every category on the web, so it is easy for your website to be lost.

To drive visitors and customers to your website you will need to have a marketing campaign, based around online and offline marketing tactics.

You should also seriously consider a “search engine optimization” project. This will optimize your website so it will rank highly with the search engines when people search on your keywords.