

# Website Development



## Why Develop A Website?

- A website is a powerful and effective marketing tool for advertising your business and sharing information
- It provides colorful interactive presentations and material, describing your products and/or services
- Local and international markets can be reached 24 hours a day, 365 days a year
- It is a cost-effective form of advertising
- Almost limitless to the amount of information that can be displayed on a website
- Information is easily updated
- Allows customers to pre-shop

## What to have on the Website

There are four major components a website should contain:

1. **Domain Name-** The domain name is the name of your website. For example, [www.mybusiness.com](http://www.mybusiness.com).
2. **Site Map-** The site map is a “road map” of how your site is set up. It shows the navigation of the site and where different elements are located on the website.
3. **Look and Feel-** The look and feel of your website is the design aspect of your website. How do you want it look? What colors do you want to use? What kind of images do you want displayed? These are the types of questions to ask yourself when thinking about building a website.
4. **Content-** Many websites have history about their business, the people who run the business and what they offer (“About Us”). For example, if your business has been family owned for 3 generations, talk about it. A list of your products and/or services (“Our Products”), with detailed descriptions (pictures are always helpful). Contact information (“Contact Us”) is crucial. Include all contact information that you have, including address, phone, fax, and e-mail.

Other components of a website:

- **Logos:** Do you have a logo or something that is used on your business stationary or envelopes? Family crest? If so, make sure they are displayed throughout the website.
- **Links:** Are there some links you feel would give your customers more information or that they may be interested in?
- **“What’s New” Page:** This could be upcoming activities or events taking place at your business including dates, times and locations.
- **“In the News” Page:** If your business has been in the paper or a magazine with good comments, add it to your website so that your customers and guests can read about what others have to say.
- **“FAQ” (Frequently Asked Questions) Page:** If you get a lot of e-mails and letters asking questions about your business, display the questions on the website so that your customers and guests can learn more.

- **“Feedback” Page:** It’s always nice to get good reviews from your visitors. Take advantage of the opportunity and show the positive feedback to others.

These are just a few suggestions, but the possibilities are endless when it comes to websites. If you are thinking about developing a website, here are some things to think about:

- Search the Internet and look through other websites
- Start to think about how you want yours to look and feel
- Make sure the information is easy to find

If you are interested in building a website, please contact:

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