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Websites deconstructed : 1

You're starting up a new company, you're selling goods and services, you need to raise your existing company's profile, you're launching a campaign or raising money for a good cause. Perhaps you're an expert in your field and you want to share your knowledge.

Whatever your reason, these days you'll almost certainly need a website.

Why? Because **more than 85%** of people now research goods and services online before they buy and **90%** of them use Google to do it.

So if you're going to get the most out of your website as cost effectively as possible, you need to be clear about what it's for, what you want it to achieve and how much money and time you're willing to spend on it.

What services will you buy?

What will you do yourself?

How will you manage it?

How will you keep it at the top of the search lists?

How will you encourage people to visit it?

Is DIY the best option if it saves you money but adds significantly to your work load? Do you have the skills you need to keep on top of it?

This series of articles will help you through the steps you need to take when you are planning a website, the order in which to do them and how to take care of it once you've got it.

We aim to help simplify the process so you end up with a website that does the job you want it to do effectively.

By Alison Withers
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Next article: You need a website but what do you want it to do and what are you going to call it?