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5 Things You Should Know About Your Website

There is one question I am always asked when I attend a networking event....Does your company have a website? The answer is always assumed, yes of course we do. When the answer is no, people look at you in horror, "How do you NOT have a website?" That is the reality we are now living in. A website adds to a business' credibility. Since this is still a rather new phenomenon, many business owners are left very uneducated and vulnerable to the large amounts of scams, that have unfortunately, become a little all too common. Below are some tips to help you sound a little more educated when looking to design or re-design your company's website and to make the process easier on you.

#1: You get what you pay for

- As with anything else, the price is usually a good indication of the quality of work and the type of service you will receive. You should inquire about receiving a quote from at least three different web designers. Which brings us to Point #2...

#2: Ask What Exactly is Included

- The only way you will be able to make an educated decision about who should design your website is to know all the facts. Ask the companies to itemize exactly what they are offering you for the price they have quoted. Also ask to see a copy of their terms and conditions.

#3: Know What You Want Before Hand

- You should have a general idea of how a potential customer should feel after viewing your website. This will help the working relationship between you and your designer run more smoothly. Plus, it will cut down on any overage costs you might incur.

#4: Understand the Designer is NOT a Mind Reader

- Quite possibly the most often comment I hear from my clients is "That's not what I had in my mind." Most designers are truly creative individuals, but they still can't know exactly what you want. Take time out of your schedule to meet with them in person and go over ideas in as much detail as possible and always make yourself accessible if they have a question. The more they know

about you, your company, and your ideas, the more magnificent your website will look when it's all finished!

#5: If there is something you are unhappy With...Tell Us!

- If one of your customers were unhappy with your product or service, wouldn't you want them to tell you? Sometimes there is a reason behind their madness. Maybe the idea you had would have put you over budget or they tried to implement it and it just didn't look right. And believe it or not, web designers are human and sometimes they just forget! We all make mistakes and as much as we all try to avoid them, it is a part of life...we mess up! We would rather have you tell us you really don't like something and give us the chance to right the wrong than lose you as a customer.

Using these 5 tips you can connect with potential customers and keep your current customers informed about your products and services. Don't miss this opportunity to have your target audiences' undivided attention!