

Building your website: work with us in 10 easy steps

1. **Decide on your site's key messages.** What does your company offer, and why are you better at providing that than your rivals? Once we know this, we can get these messages across effectively. And the site we'll build you will be flexible, so if your messages change, you can adapt your site accordingly.
2. **Look at your customers.** What is important to them? What style do they respond to? How do your services meet their needs? This will shape the content of your site's pages.
3. **Look at your competitors.** What do they do better than you? Where are you better than them at meeting customers' needs? This helps determine your USP (Unique Selling Proposition). Once that's known, we can emphasise it on your new website.
4. **Establish the goal of the website.** Do you want visitors to place an order? Join your email newsletter? Request a meeting? What are the primary and secondary objectives?
5. **Choose keywords.** These are 20 to 50 potential "search phrases" or words that your ideal prospect might use to find your product in a search engine like Google or Yahoo! We establish these now to work them into the text, headings and navigation links on your site. This gives you a head start in achieving high rankings and a much better chance of customers finding you through search engines. Once these are in place, we can help you rise to the top of the requested search engines for those phrases.
6. **Choose the images.** Carefully chosen photography will enhance your message or inform in its own right. We can help you select the right imagery.
7. **Build and code the prototype.** Page construction begins at this stage, not before.
8. **Test.** We test browser compatibility, navigation, forms, links and database programming.
9. **Usability testing.** This can be as simple as trying out typical first time user tasks, weeding out any problems before they arise. The goal is to ensure a straightforward, plain-sailing website which leads your prospect directly to the response you want.
10. **Once you're happy and we're happy, the site goes live.** We'll also feature the live site in advertising for our own web design services, if you agree.

If you'd like to talk to us about web design, call us on **08000 75 87 49** or email **sales@jupix.co.uk**

