

Millions of websites are never found

Absolutely Stylish has been building websites since the mid nineties.

During that period of time we have received many enquiries from people wishing to purchase a website and place their business on the internet.

Many of the approaches are from the ranks of small business owners and trades people who already own websites, one person owned three.

They contact us because their existing websites cannot be found, in many cases even by the use of the domain name.

Perhaps this document may help others website planning to purchase a website.

Why can't the websites be found in searches?

Many of the enquiries we receive are by phone and go like this "I need a website, how much will it cost".

It is not possible to deal with a request like this, especially when they simply move on before we can explain that we need more information.

If we try to engage them in conversation we often get the response "I haven't got the time and just need a price"

Rarely if ever does a person state that they have little knowledge on the subject and they need help or they are researching before making the decision to purchase. Yet very few people we see have any idea how websites and the internet will work in relation to their business.

Lets explore a better method

You created your business to make money. You decided to venture onto the internet because you are struggling or have decided to increase your sales out of area.

YOU NEED A PRESENCE ON THE INTERNET THAT CAN BE EASILY FOUND

Start by

- Contacting more than one designer and explain that you are interested in a website but are simply carrying out research prior to making a purchase.
- Try and organise a session to discuss your needs and costing. If they won't give you time eliminate them from your list.
- Ask to be shown examples of their work which is easily found on the internet using generic terms. If they can't show you results eliminate them from your list.

Remember:

- Designers who market cheap website churn them out or simply add your information to a template then publish it. Either way they are mass producing websites. There are tens of millions of them on the internet which are never found.
- This is not so good for you because these websites aren't easily found by the public.
- To get on the first page of a generic search your website needs to **be better than all the rest.**
- Having made the decision to obtain a website get it right. If you aren't on the first page of a generic search then what's the point of having a website.

At the interview:

1. Bring your thoughts and ideas and discuss them.
2. Know your budget.
3. Itemise your subjects to help determine the number of web pages required.
4. Be open minded on domain and business names.
5. Keep emotion out of it, you are creating a dollar making internet business.
6. Have a start and finish date in mind.
7. Don't leave it entirely up to the designer, it is your business.
8. Be involved at every stage.
9. Discuss the future and what the website can bring.
10. Discuss colour schemes, logos and banners.
11. Take notes for reference later.
12. Get them to clarify points which you do not understand.

Your website cannot be built effectively without your advice, knowledge and experience.

1. In the past the information and photographs initially promised by clients who we have agreed to work has not been supplied. Instead the client has directed us to websites they feel has the appropriate information.
2. In effect they are relying on the designers of those websites to get it right and at the same time creating more work for us which is chargeable.
3. Absolutely Stylish will not build a website for a client who cannot take the time to work with us because of this reason.
4. TIP: On the main street shop fronts and service can make or break a business. Your website is your shop front on the internet with infinitely more people.
5. Your potential clients will make up their mind within two seconds whether to stay and view your products or not, do it properly.

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