



## Three Questions

... that you should ask of your website

Many business websites are ineffective because their designers have failed to get answers to three basic questions.

### Who is it for?

Who is the target audience of the site? Is it a specific group or a wider ranging one? You may need to provide for several distinct groups e.g. personal and business customers.

Split your audience into groups and check that the needs of each are addressed. It can be helpful to group them in terms of what they are likely to want, rather than who they are.

### What is it for?

Why are you doing this? Is it for marketing - to convey information - collect information - provide a resource – directly sell your product or service? How do YOU expect to benefit from it, and how will the target audience(s) benefit?

Remember that unless the visitor feels that they are getting benefit from the site content, they will be unlikely to come back and are less likely to do business with you.

### Where does it fit?

A website should support your business, and be an integral part of your sales and marketing activity. The content of the site must bring out your key selling points and the benefits of doing business with you.

If you produce printed literature, you should make sure that the website uses the same 'house style', logos etc..

### How we can help

Many businesses simply don't have the skills or time to promote themselves online in an effective way, and so we offer a comprehensive design, hosting and maintenance service.

At Custom Internet, we have the design and technical skills, along with the marketing experience to get your business noticed.

We will design your website and help you maintain it as required. If necessary, we will also arrange a suitable domain name and hosting services.

If you would like to put your business on the Internet or improve your existing website, please contact us for a FREE consultation.

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