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Let's Talk Web....

Website Construction, Design & Content – it will change!

Rarely do websites remain static, they tend to reflect the nature of your business - growth, restructure and change and need a regular up-grade and up-date.

Software engineering develops, technology steams ahead, and digital and social media opportunities are still expanding - Will you want and need your website to *do* and *be* more?

Time to up-grade software - Starting off life as well constructed pieces of software, many websites are also today typically well designed with end users and functional uses in mind. They are then launched, hopefully as an 'ever developing communication tool'. I say hopefully, because both website content, in terms of text and design, and the software itself, will need to be up-dated regularly.

Up-grade as your business evolves or as your website users expands your business. At the software level, up-grades can be expensive - shop around and talk about your changing software needs, to meet your business needs. Do you need to change the functional aspects, to become more dynamic, faster and efficient, unique or interesting in design?

Do you need to analyse your website's efficiency? Software upgrades also may not be as drastic as they first can seem. To keep website simple, look at the business effectiveness of your site, then redesign and upgrade from there, to improve key functions. Sometimes a completely new piece of software is required sometimes it isn't. A website in terms of function and usage typically reflect the core focus of the business of your website.

At the design table websites need to be user friendly as well as appealing. When navigation tool bars are well labelled and logical, a content map accessible if your site has many pages and the information on the site is well organised, the basics of functional design are covered.

However, then comes the fun part. Does it look good? Basic design -If you have recently refreshed your company logos or signage then it is time to update the designs on your website too. Colours and graphics represent the company image and cutting edge design goes far beyond playing with a few software templates. Have a good look at some of your favourite websites and consult a web designer.

Up-grading content – At the heart of web content communication is the need to share good quality information for the good of the community it is intended. The text needs to provide all the essential information and the consumer, industry of business sector that are reading it. Your current web content may need a re-shuffle and a *sort and sift* to check for relevancy.

In the web world quantity and quality do however, need to go hand in hand. In terms of up-dating, frequent new content and information will keep your site active. Aim to add fresh information in the form of corporate or industry news, press releases, interesting articles, blog entries or product/service marketing information weekly.

To really bring a website alive, that is to provide the words, images and feedback that will enable the visitor to achieve what you and they hope to do, a new approach is needed by the site content manager or editor. We are seeing more and more interactivity. The trend is '*being in touch with the online community*' and '*developing authentic relationships with your customers*'.



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Talking with your consumers and taking an interest in your website users by providing responses and additional information will build a community as well as a clientele.

If you need help with your content management or editing your website: -

Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see www.writeup.com.au

No time to write? Email us at contact@writeup.com.au