
Small Business Web Design

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The type of Small Business web design you require is unique to each business. Answering a few of the following questions may help you decide what you need.

- Does your business have a brand?
- What is your target audience?
- Will you need to outsource the web site development?

When thinking about your Small Business web design, you might like to keep the following in mind:

- Who is your Target Audience?
- What type of Bandwidth is available?
- Will it be developed In-house or Outsourced?
- Do you have a Brand?
- How will you attract Customers?

Target Audience – Doing a little market research will help you to identify the demographic of your target audience. Such things as income, age, and gender can assist in determining the path you will follow with your small business web design.

Type of Bandwidth Available – When you have identified your target audience you can determine what bandwidth will be available to those users. Typically the more disposable income they have the higher the bandwidth will be available. Deciding if you will use fancy flash animations or basic html pages should be based on the bandwidth available by your potential customers.

In-house or Outsourced – Deciding if your small business web design will be developed by yourself or outsourced is primarily based on your skill levels and capital backing. If you have the money, a professional web design company will certainly give you that professional edge, but quality comes at a cost. Alternatively, with the tools and open source applications available today, doing your own web design is more achievable. Of course you might like to prototype the idea In-house and then re-launch the site using professional help when the business has proven itself.

Do you have a Brand? – Branding can sometimes be a complex task and can cost considerable amounts of money. If your small business idea warrants such aggressive marketing you may choose to investigate professional services from a well established Marketing Company. However, one example of a low cost branding exercise was accomplished by the founders of Google. This company brand was established with very little marketing dollars, just by believing in the power of the word-of-mouth referral. Never underestimate the importance of reputation.

How will you attract Customers? – Marketing can be the biggest sink-hole for your small business startup funds. How to convert marketing dollars into paid conversions will be your biggest and most expensive challenges. There are numerous ways to spend your advertising dollars, such methods as Banner Advertising, Google Adwords, Flyers, Mass Media, or even promotions will all eat away at your budget. But before you spend the money, make sure your have quality content that keeps them coming back.