

# YOUR WEBSITE

*If it looks bad, then perhaps it is!*



## IT'S ALL ONLINE

Nowadays we're online more often, in more ways, to do more things than ever. What does this mean for business and, more importantly, your business?

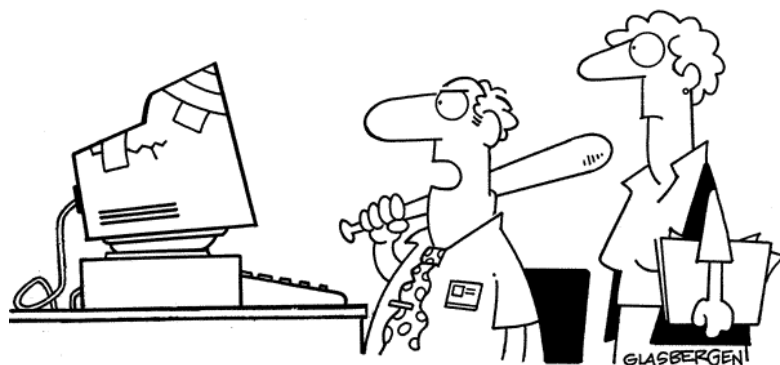
Because the online environment is such an integral part of everyday life, your customers and clients will expect to do more and more business online. So, it's time to get planning before some of your customers look elsewhere.

## THE WEBSITE BAR IS RAISED

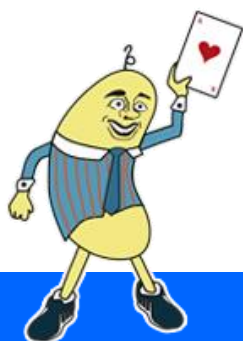
Often the first port of call for any potential customer checking out your business is, and will continue to be, your website. So, whatever you do, ensure it is up to scratch. It has to look great, 'talk' to your target market and stand out because "if it looks bad, then it probably is."

## THE AIM

Ultimately the aim of your website must be to ensure customers look no further and that requires a more sophisticated understanding of how your customers interact with the site, what they want from it and how to engage them.



**"Our web site got 150 hits today!"**



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