

# Your First Steps To Connection



## 1. Determine Your Website's Chief Purpose

Will you wish to?

- **Build your brand.** Create an online brochure that will help potential clients, customers, and partners learn about your company
- **Provide product information.**
- **Sell products or services directly over the Internet.** You may wish to conduct e-commerce and sell to a national or international market. You'll need an ordering system for one or more products, or perhaps an extensive online catalog.
- **Provide customer service and support.** Websites are a great place for troubleshooting guides, FAQs (Frequently Asked Questions), technical information, etc.
- **Save money** by means of online efficiencies. Taking orders online with real-time credit card authorization saves paying call center operators and cuts entry errors.

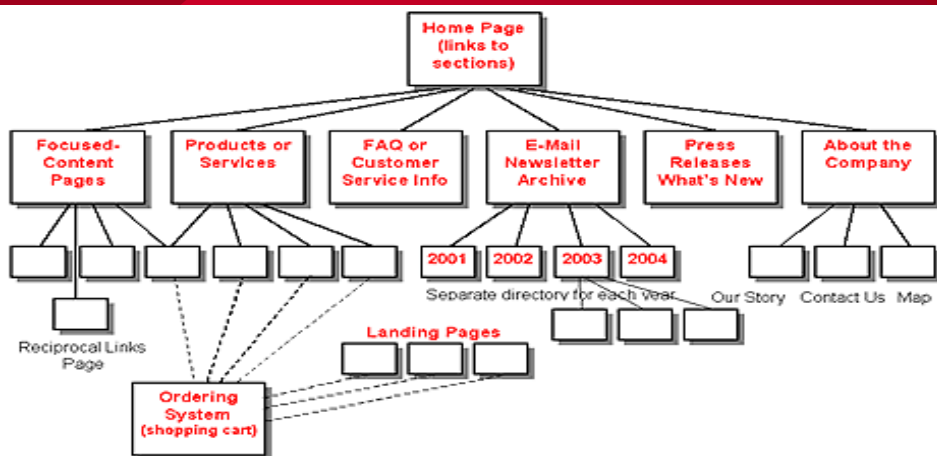
## 2. Decide The Style you want to represent.

Be sure to consider:

- **Good artistic taste.** Attractive photos and site graphics, optimized to the smallest possible file size for quick loading are attention-grabbing factors that help build a web site's success.
- **Website navigation design.** Helping visitors get where they need to go quickly is essential.
- **CGI and database programming.** Will you want a "contact us" form or online database?
- **JavaScript and Flash programming.** Functional websites are dramatically helped by Flash and JavaScript features such as animation, small windows that open to answer a hyperlinked question are very effective.

## 3. Divide Your Website into Logical Sections

Here's a typical small-site structure:



## Be Sure To Consider

### A Site Navigation System

Here are some of the systems you may want to use:

- **Left-side menu** lists the various sections
- **Tabs** near the top of the webpage
- **10 most common gifts**, etc.
- **View today's specials** or recent news releases.
- **Site map**

### Plan to Maintain Your Site for the Long Haul

Remember, after the initial design, proper maintenance is critical. Maintenance means:

- Changing the content of existing information, such as upcoming events, new industry directions, new personnel, etc.
- Adding new webpages, such as archiving copies of your newsletters, adding new products and services.



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