

Paragon Solutions Web Design



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Build a website that is the marketing tool for your products and services. Have a look at competitors and other websites to create a clear picture of what you want. What do you want your website to do and how do you want it to look? We create a bespoke solution to fulfil your needs.

Home page

This must capture the essence of your business and display it clearly to your customers in an all encompassing view. People are in a hurry and skim through content – The page must be quick to load and clearly show what your business is about. It must capture their imagination and show what products and services you offer at first glance. If you have an existing shop or Brand logo then this should link in with your website design.

About Us Page

The information you provide on the About Us page is designed to build trust. It should be used to provide reassuring company information such as how long you've been in business, organizations you belong to (chamber of commerce, etc.,) mission statement, details of the executive staff.

Contact Us Page

Even if you have your phone number, email address, fax number and snail mail address on every page of your website, it's still important to have a full page dedicated to this exact same information. It may seem odd, but many people looking for your contact info will ignore the information on whatever page they are viewing, looking instead for the link that reads "Contact Us." Your Contact Us page should provide several different ways of contacting you including email, phone, and a web form.

email@yourdomain.com : an email address can be set up and forwarded to your existing email or login details for email software such as outlook express etc can be provided. An email signature customised with your logo can be created.

Online Booking and Reservation

This can be set up to take online payments or just to show availability.

Product & Service Pages

If you sell a product or a service you need pages dedicated to providing details about what you offer. Many small sites can put all their product information on the home page. This is great, but you still need to provide a page with additional details. If you have more than one product, then it's likely you need a page for each and every product or service you sell.

Product pages need to provide your visitors with everything they need to know to make an informed purchase decision. Price, style, expectations, specifications, size, benefits are all required information, depending on what you're selling. Your product page can never have too much information, provided it's laid out in a user friendly format that sells the product.

If online payment is needed then a paypal or google account can provide a simple safe option. If a large online shop is planned then a merchant bank account is recommended along with a payment gateway service such as RBS Worldpay or Streamline. If you are also planning to take telephone payments you can arrange to do this online through the same payment gateway but you need to have two merchant numbers given to you from your bank. Open source shopping cart software can be used or for a more detailed online shop additional software such as actinic may provide you with a better option.

Security

If you are taking any credit card details then you must have a secure site certificate. This shows in the website address as https:// rather than http://(If you are using a payment gate way then they will provide this when they take the payment) You must make regular back ups of your site and your web designer should keep a copy.

Navigation

Must be clear and consistent through out the site. Construction of your site navigation can make or break your website's performance. A properly constructed navigation can help visitors easily move from page to page finding everything that they are looking for quickly and easily.

Don't confuse your visitors by changing how the navigation looks or by moving its on-page location to a different area. Be consistent in it's look and placement. There are many different forms of navigational elements: main menus, sub-menus, breadcrumbs, etc. All of them should work together to create a consistent and recognizable flow as the visitor navigates through the site.

Make sure it is impossible for your visitors to get lost on your website. You want them to know where they are at all times and how to navigate back to the current and other main sections. Make good use of breadcrumb links as this provides your visitors a great visual indicator as well as easy navigation.

Be helpful: Large websites with many pages or products can easily create a navigational nightmare. It is essential that visitors don't have to "hunt" for what they want. This can be accomplished by providing clear section headings in your main navigation. You can also assist the visitors by including a site map that can be easily accessed and a properly function site search box.

Putting the Pieces Together

A website is far more than the sum of its parts. While all the components mentioned above are necessary to have a working site, when implemented properly each component compliments the others. A website must effectively do the job it was built for: selling. Building a website is necessary for online success but you also have to market it. Websites must be promoted effectively in order to get the visitors you need, but once there the site should do its job selling. Too often we promote the site but fail to get the site to promote the products and services we want people to buy. Before you promote your site, make sure your site promotes you.

Search Engine Optimisation

Proper use of meta descriptions, keywords, page titles, site maps and alternate labels for images should be used to good search engine rankings. Good quality content providing useful information that is regularly updated is one of the best ways to rank highly in search engines. Your site needs to be added to leading search engines with a description and keywords, google maps and google images can also be used to promote your site. Links with other relevant companies can also help your site rankings.

World Wide Web consortium Validation

The site should use proper code that conforms to the World Wide Web consortium, using their validation service you can check your cascading Style Sheets and HTML code. If your code validates you can display a valid certificate. This may help your search engine rankings.

Google analytics can be installed on your site this will allow you to follow the success of any marketing campaigns and trace where your visitors are coming from.

Content Management System

The website can be created using a content management system this will allow you to make future changes and updates whenever you want. That allows you access from any computer without the need for expensive software.

Blog / News

A blog page can be created that will create more quality traffic going to your website and allow you to easily update and upload photos giving new content.

Photographic Services

Produce a portfolio of photographs of the property, artwork or goods for sale. High resolution photographs are supplied on readable CD/DVD which can be used by you for future marketing.

Tuition

Tuition to introduce you to working with your content management system to allow you to upload photos and update content.

Maintenance

One years site maintenance to allow you to gain the confidence to make updates yourself.

Hosting

Website hosting can be set up. Content management systems can be uploaded into a MySQL database. Existing webhosting can be used or upgraded if needed.