

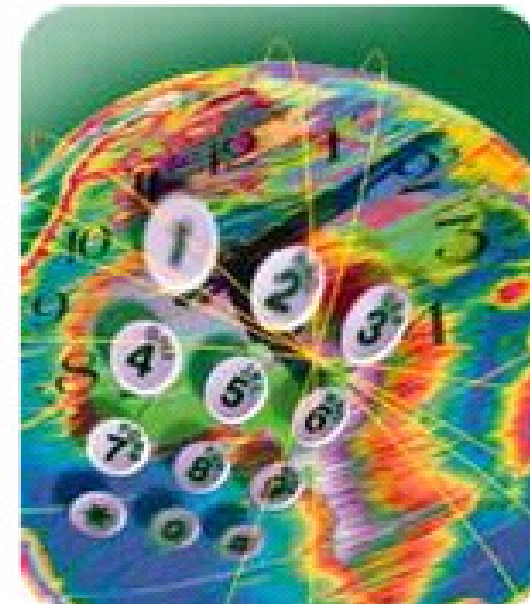
Writing Storyboard Scripts for Multimedia Demos

**‘Building a website
for a global audience’**

Building a website for a global audience

A website is a vital trading tool for companies who already have a worldwide customer base, as well as for businesses looking to expand into an international market.

Building a website for global customers is as straightforward as designing websites for local and national audiences - the key to success is in the tailoring.





Building a website for a global audience

Menu

The following 5-step guide has been designed to help you to choose the right ebusiness solution for your business, and also shows you how to make your website globally effective.

1. [What are the objectives for my website?](#)
2. [How should I structure my website?](#)
3. [What content should my website contain?](#)
4. [How do I market my website?](#)
5. [What about my website's capability?](#)

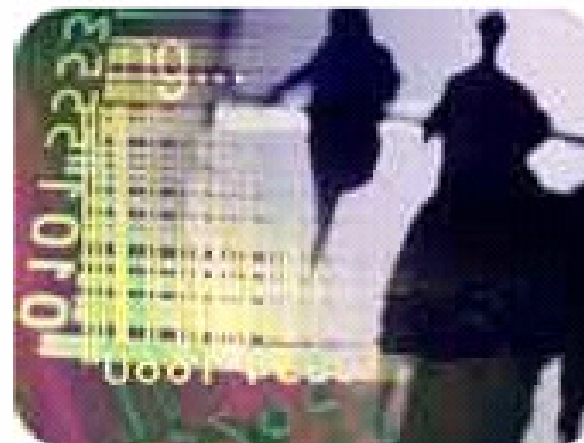


Building a website for a global audience

What are the objectives for my website?

Your primary objectives when planning a website for a global audience should include:

- Developing services for existing and new clients,
- Building an international reputation,
- Growing your business through selling your products and services to new markets.

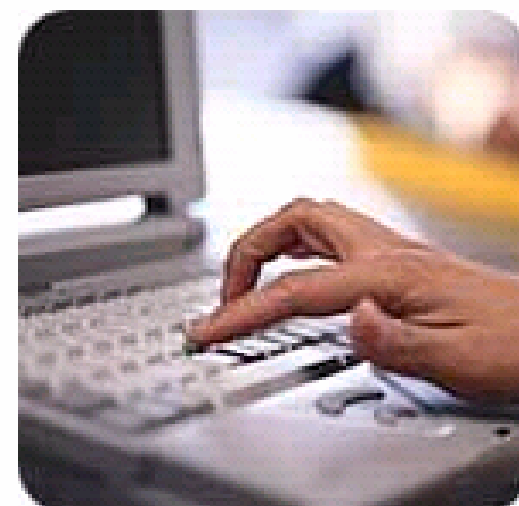


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How should I structure my website?

Though a basic website may satisfy current requirements, an international website is likely to be far more substantial. For a global website you should:

- Make sure that menus and links remain clear and easy to understand,
- Give an indication in all links of varying levels of content on each web page,
- Indicate on your home page if different sections appear in a variety of languages.



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What content should my website contain?

An international website should reflect the aims of the company behind it. Say whether your target audience is spread across a number of countries, and include news sections relevant to these areas. Where lengthy, detailed passages are involved, display your content in 'bite-size' segments...



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What content should my website contain?

Always seek expert advice if you aim to do business in more than one country. For example, consult a lawyer when considering international trading laws and a language specialist if your site is to be multi-lingual. Cultural aspects should also be taken into account.



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How do I market my website?

Place your domain name on any business correspondence or promotional material connected to your products and services. Consider sending a mailer, specific to the launch (or relaunch) of your website, to both existing and target clients. A press release to relevant media may also generate interest in your site.

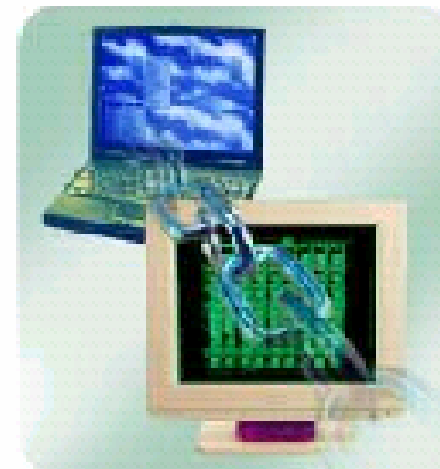
Accurate registration with all the major search engines is an absolute must. See the Sage Ebusiness Club page on Search Engines for more information about how to do this.



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How do I market my website?

Banner and pop-up advertisements on other websites are also effective methods of attracting visitors to your own website. Investigate links with other businesses that complement your services and suggest a mutual link-up. For instance, a wine merchant may carry a reciprocal link to a cheese supplier's website.



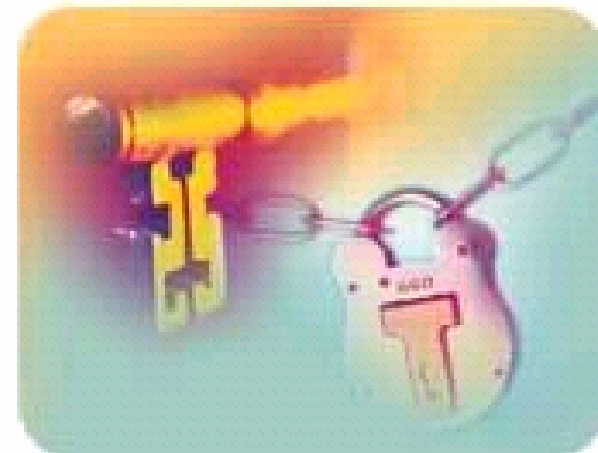
The Net can also play a pivotal role in low cost market research. Use online surveys as a means of collecting data from a wide range of customers.

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What about my website's capability?

A website designed to cross national borders should incorporate a high degree of capability. This is because your website may be the only regular point of contact that customers have with your company, so it's crucial that it performs a wide range of useful roles.

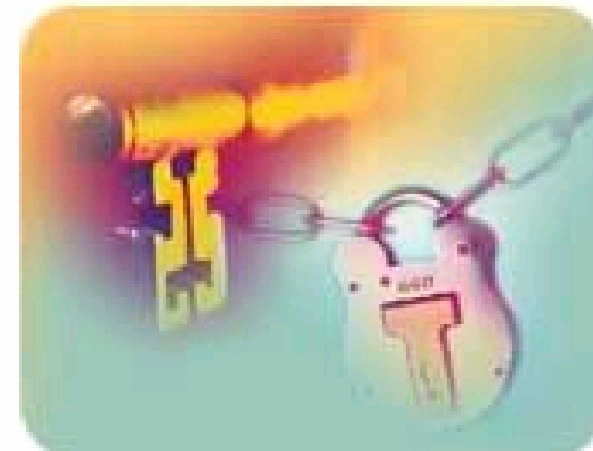
Specific groups of customers and suppliers can be given areas within your website which they can access with a password, meaning they can check daily how their project is progressing...



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What about my website's capability?

Your website should also cater for the ongoing growth of e-commerce. Progress on the security front means that Consumer confidence in buying via the Net is growing all the time, and selling directly from websites and webshops is now expected from larger companies.



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Conclusion

Remember! Create a great new website and you can be sure the word will quickly get around. But if your website disappoints, this information will travel just as quickly.

For more information on how Sage can help you get the most out of the Internet, call the Sage e-commerce team on 0800 585 609, visit our ebusiness solutions area at www.sage.com or e-mail e-businessales@sage.com.



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