Writing Storyboard Scripts for Multimedia Demos

'Building a website for a local audience'

Building a website for a local audience

For companies with a local customer base, setting up a website and registering it with local business directories helps to advertise your services effectively across a specific region. Though the Internet can help you as a local company, it's important to remember that the Net also has the potential to help you expand your business regionally, nationally and internationally.

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The following 5-step guide has been designed to help you decide what you need from your website, so you can choose the right ebusiness solution and reach your desired local audience.
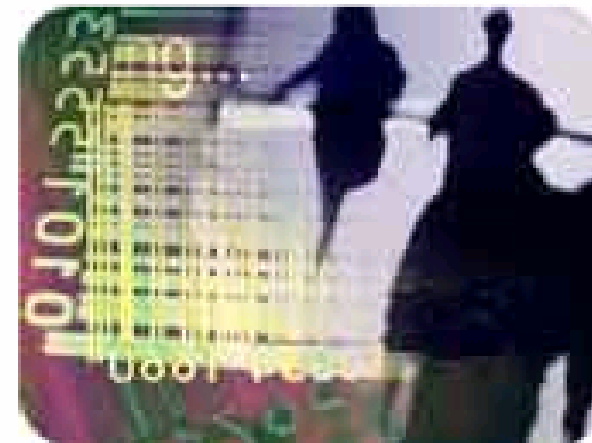
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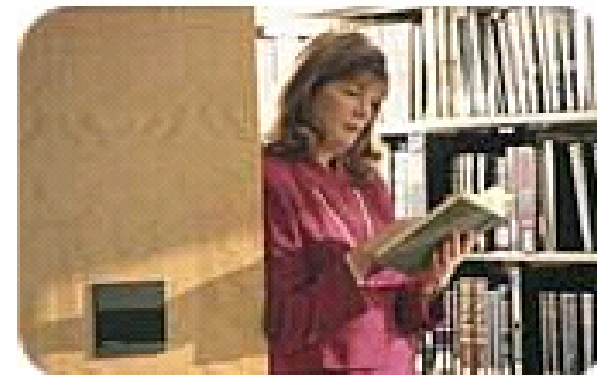
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What are the objectives for my website?

A website opens up your company 24 hours a day, 7 days a week. If tailored towards the needs of existing customers and potential target audiences, your website can help you to quickly reach your business objectives.
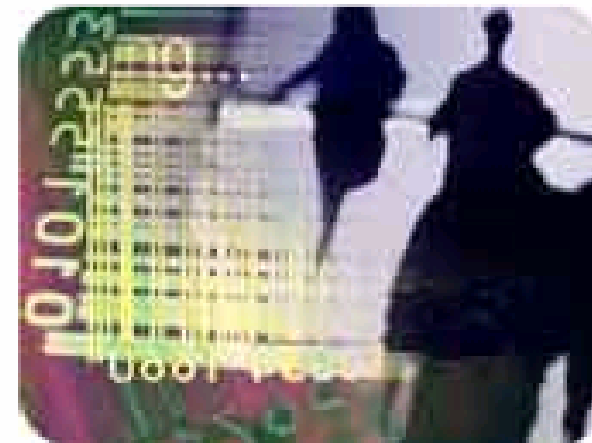
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What are the objectives for my website?

A five to ten page website has the potential to:

- Raise awareness of your business, products and services among your chosen target audience;
- Stimulate business growth and increase turnover by expanding customer databases;
- Save you time and effort on running costs, such as stationery, postage, etc;
- Produce valuable feedback from customers regarding the potential readiness of the market for e-commerce.

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What are the objectives for my website?

Enquiries, referrals and brochure requests via e-mail can also add value and speed to your online customer service. If visitors request online purchasing facilities from your website, you can then add on e-commerce features such as a product catalogue and payments options.

To view some commercial websites that have been specially designed for a local audience, visit the Sage Website Directory.

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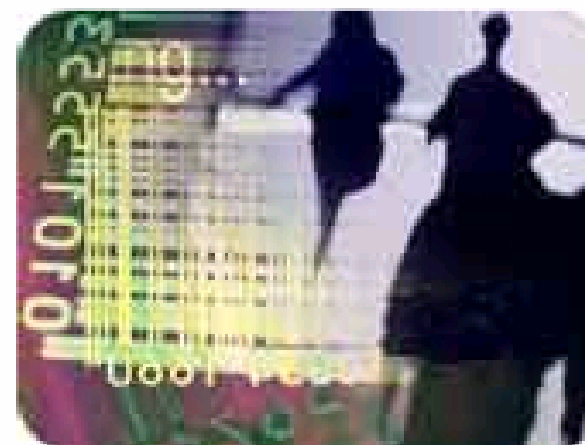
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How should I structure my website?

Use simple, at-a-glance navigation:

- Pages should be accessible from one main links menu, featured on every page;
- Give clear explanations and names for all links - make your website direction signs clear;
- Focus on what the visitor will be looking for and label it accordingly, rather than using sophisticated product names;
- Plan for future growth in order to avoid costly and time-consuming revisions.

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What content should my website contain?

Your website can be an online company brochure, with content aimed at giving your customers the widest range of choices possible. Providing access to information such as details of when you open, or news of upcoming events, is all about giving customers what they want. Make sure your text content is clear, succinct and easy to scan.
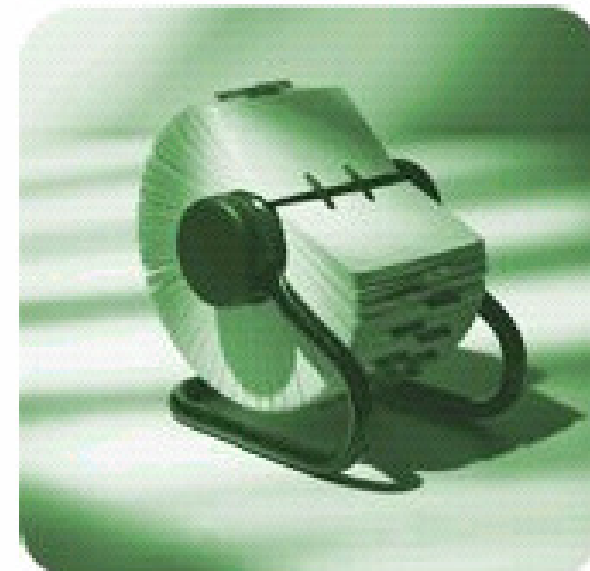
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What content should my website contain?

Include vital contact details and appoint someone in your business, or an external organisation, to keep the content of your website fully up-to-date. Build your website at www.uk.sage.com and you can amend and maintain it online at any time.

Tip: Adding a disclaimer to your home page, stating that you are a local firm and are unable to support orders outside your region, is a simple method of filtering potential new business contacts.

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How do I market my website?

Send a mailer to all business contacts with your website domain name clearly displayed. Include it on stationery, business cards and even mouse mats.

Set up free links to your site on local business directories such as www.yell.com and www.thomweb.co.uk, newspaper sites and relevant search engines. Make the most of other website links by contacting sites that may be complementary to yours and suggesting a mutual link-up.
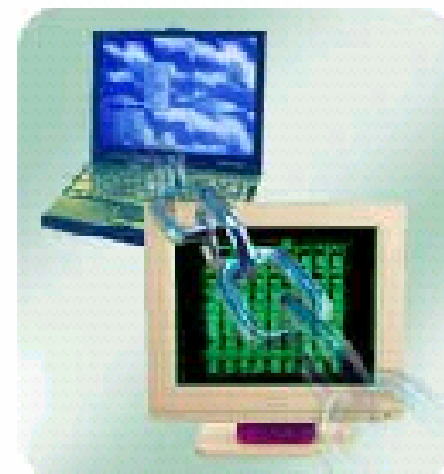
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What about my website's capability?

Sage can provide you with everything you require for a first website. Most visitors will use this kind of website as a gateway to contacting your business directly.

Looking to the future, the possibilities for your website are endless. For example, you could include anything from a debate section to a weather page or e-commerce facility. It's entirely up to you how you decide to grow your website, so as to match your future plans for your business.

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