GlowLead offers full-stack software development both frontend and backend using JavaScript, Python, Java, PHP, Ruby, C#, djanjo, C++, Swift, Java, SQL, MongoDB, Laravel., Ruby on rails, ReactJS, Bootstrap, WordPress, ExpressJs, Drupal Joomla, and more: Glowlead.com

DEVELOPING AND IMPROVING YOUR WEBSITE

Building your online presence

A landing page for your organisation acts as your online shop window and offers a growing consumer base of digital shoppers to browse your products and services anytime, anywhere. For charities, it enables donors, beneficiaries and potential volunteers to find out more about your cause and to see how they can get involved. Business Digital Index shows that organisations using a higher number of digital channels are most likely to have increasing turnover.

GlowLead will help you to scope your website requirements, identify your websites objectives and consider your online branding and audience.

Contents:

1. The importance of an online presence
2. Identifying your websites objectives
3. Researching great design
4. Identify your audience
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1. The importance of an online presence

· **Online brochure - Your potential customers can find out about you and any of your products online. If you get most of your new leads through networking and personal connections, having a strong brand presence is key for converting conversations into business interest.**

· **Customer contact – Data shown 4.3 billion people used the internet yearly, in the UK alone there are 63.4 million internet users, 91% have visited online retail stores online, and 81% have purchases a product or service online.* By not having a website, you may be missing out big**

- **Low barriers of entry** - setting up a website doesn't have to be expensive buy using https://www.glowlead.com/pages/webapp.html website development services .

- **24 hours per day** - your website runs 24/7 without any supervision or need to lock it up. You can always be there for your customers.

- **Communication with customers** - by having a blog or newsfeed linked to your social page on your website, you can update customers on your new offers, products, promotions, events, photos, or any other content.

- **Marketing** - the internet has opened a whole new world of marketing that didn't exist before. Your website can attract new business by using a whole host of low cost marketing techniques.

- **Customer support** - you can greatly reduce the cost of customer support by have a ticketing system, or even just a 'Frequently Asked Questions' on your website. Try to think about different websites you have visited where they have streamlined customer support and made it easy for you to get help.

- **Grow your network** - you can signpost to your website from networking websites and social media platforms. You might also consider partnering with other organisations and referencing each other across your different sites. This will help make your brand easier to find on search engines, and you'll also grow your brands community and loyalty base.

2. Identifying your website's objectives

Think about defining the objectives of your website and think about what you want the product to do. Consider your business requirements:

- What do you want your website to achieve in the next 1-3 years?

- What information do you want to show on your website?

- Will your website need a platform for selling or capturing information from users?

- Will the website need to be updated frequently?

- What changes are likely to be made on your website i.e. weekly/monthly, in the future?

You can also consider what you think the purpose of your website should be. Here's some points to consider as you work this through:

- Are you looking to advertise the business across the digital platforms?

- Is the aim to create trust in your brand?

- Is the website there to act as an additional portal for information for potential clients? Like a brochure?

- Does your website offer customers the opportunity to find out more about your business, who you are and what values you have?

- Are you looking for a place to sell products?

- Is the website a home for the organisation, and your professional brand, and a place where customers can access information they need?

- What do you want the customer to do on the site?

3. Researching great design

Remember, your website will be 1 in 1.7 billion.* You need to make sure you stand out from the crowd, and ensure your website is a place people will want to revisit.

Consider your competitors – who are your customers choosing between and how might your website rise above the rest? Think about other businesses in your sector, identify what you think good looks like and do some research.

Beyond your competitors, take a look at websites from other local businesses, and consider looking across industries to identify what makes great design and functionality. Identify which features would work well for you site and rule out anything that wouldn't.

It sounds obvious, but think about websites you don't like, and why. The customer journey is so important, and you need to ensure their experience and as easy and seamless as possible. Consider the kind of information and structure provided to see if or what your audience would find helpful. Your website doesn't have to be like all the others.

- **Contact us** – **Let's Talk / Talk to us / Get in Touch**
- **Case Studies** – **Success Stories / Hear from others**
- **About Us** – **Who we are / Meet the Team / Our mission and values**
- **Services** – **What we do / Explore**
- **Fundraising** – **Donate here/Volunteer now**
- **Blogs** – **News / Social Wall / Info**

*[visit GlowLead.com for a great website](#)

4. Identify your audience

The first question a business consultant will ask you is: who are your clients and targeted clients? Thinking about your customers, and how they might interact with your website at an early stage is important. What do your clients want to see?

Try to avoid designing a website for yourself and your own tastes and think about your clients/customers. You can find out more about this on '[Designing your Website](#)'.

5. Your business brand

Online branding should be a natural extension of your core organisational branding to make sure it is a consistent experience. You want your customers to know they are interacting with you, so try and draw together some simple brand guidelines so they know that's the case.

By having a well-structured website you can foster instant credibility with anyone. You can provide the ultimate proof that you are tried and tested.

Make sure you are using the same business address on all platforms. Your brand is how your customers will identify you, so think about how your domain and business are relevant. You should use your logo and business colours through your online platforms to establish consistency.

You can contact us for more about this on '[Designing your Website](#)'.

Thinking about your tone of voice as part of your brand is just as important. Our help on '[Growing your Online Presence](#)' can give you more insight.

6. Considerations

· **The website is not to be designed for you and your design taste**

· **Not every visitor will enter the website through the homepage**

· **Google insight shows that 'About Us' is often the most read page on a website**

· **Are all of the pages you are planning necessary?**

· **What does the website look like on a mobile vs a desktop?**

· **Do you have a 'Call to Action' on every page?**

· **Are all the webpages easy to understand what they are about from the start of the page?**

· **Make all pages simple to understand and easy to take an action**

Related learning links:

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