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Does your business need a website? Well, yes! (but, of course!)

It is rare these days to find a business that can't benefit from a solid web presence.

Where would it fit in the overall picture?

It should be a critical part of your marketing plan.

It can reinforce your visual, and visceral identity.

What could a website **do** for your business?

Increase awareness through image reinforcement and education

Let your visitors know who, what and where you are.

Develop an ongoing relationship with your customers.

Engage them with Email newsletters, blog,

Information to help them work with you,

Frequent updates on events or news of interest

Your website can make a connection between you & your viewers.

It should:

Make a strong, immediate impression of;

- Who you are,
- What you do,
- What you want your visitors to use the site for.
- Give visitors the information they came there for in an easily manageable way to get to it.

It Can:

- Be a way to put your impression on the most powerful, and pervasive medium (open to all) that we've ever seen.
- Give customers information to make informed decisions.
- Be an entrance into worlds of information
- Be an information gatherer
- Educate and entertain
- Allow people to fill out applications, reservations or other kinds of forms online. (This can be a huge time saver for your business, streamlining the process of answering phone calls to reserve

What part 'design' plays in Web Design

Design is:

- Purpose, planning, or intention that exists or is thought to exist behind an action, fact, or material object
- The arrangement of visual elements for the purpose of communication

Web Design:

- Follows the same principles of design with the addition of elements that are unique to digital media.
- A home page designed so that viewers will want to go further
- Navigation that is clear and easy to use

The importance of 'Design' in Web Design is in the unique medium that is the web.

1. If the major importance of a well-designed site is to welcome your visitors, giving them an immediate impression of who you are and what they can do there, then the design is the structure on which everything sits.
2. The colors that are chosen are important, as are the flow of photos, shapes, and text. These are the elements the designer works with to create a site that brings you in, and leads you to what you are looking for.
3. The design of a well-designed site can often go un-noticed. It was designed to bring you in to information, and the design is built with this as a primary intention.

So,...

1. Your business needs a website to become a presence in your industry, community and the world stage.
2. Your business needs a website to attract your target audience.
3. You can be in touch with and connected to your customers.
4. A website gives you the power and ease to accomplish more and in a more streamlined manner.
 - a. Communication
 - b. Applications
 - c. Registration
 - d. Sales
5. As your business grows, changes, or otherwise evolves, so can your website, keeping your viewers aware of the current state of affairs.