

Website Services

A well designed website can differentiate your business from its competitors and maximise your chances of attracting new customers. Some businesses use their website as an online brochure, others for carrying out full ecommerce activities. No matter what your requirements, there are some fundamental principles you need to follow to ensure your website works for you.

What are the rules for Good Website Design?

It won't surprise you to learn that there are many articles, books, white papers, and other resources which provide guidelines; the most important principle is "usability". Here are 10 rules we picked out:



1. Make it obvious and self-explanatory – don't force your users to think too hard
2. Make it easy for your users to play with or test your services – don't force them to register or sign up until they know its worth the time and hassle
3. Focus your users attention with clever use of dynamic and static content; fonts and graphics can help draw the eye to what you want your users to see
4. Expose your users to the full range of features and functions that are available from your product or service
5. Write effectively, strive to use short sentences which get to the point
6. Keep your design clean, crisp, and simple.
7. Don't cram every available space with text and information – users rarely read websites sequentially, instead they scan until they find something that interests them – don't be afraid of white space.
8. Make sure users can navigate through your website logically and know where they are
9. Look at your competitors websites, especially the successful ones and take cues from them. Conventional websites are also good because they set expectations and users are already familiar with the way they work.
10. Test your website early and often, and ask for opinions

Search Engine Optimisation

SEO is the way to improve the quality or volume of traffic to your website as a result of "natural searches" in a search engine such as Google or Yahoo.

We have an excellent understanding of how search engines work and what they are looking for when indexing your website. We can also show you how to monitor the performance of your website by looking at key criteria.



Want to find out more? Call us on 01223 852 872 or email info@sapien.it

Website Hosting - £7.99

Per website per month

- 500MB storage
- 24x7 Support
- 99.9% uptime guaranteed
- Support for many commonly used web languages
- Ecommerce features

Website SEO

Search engine optimisation (SEO) is tailored to customers specific needs

Contact us to discuss your needs and to get a quote

Website Design

Website design customised for each customer's specific needs.

Logo design, and branding.

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