

# 3 SIMPLE STEPS TO WEBSITE SUCCESS



provided by

*Webati* 

# **3 SIMPLE STEPS TO WEBSITE SUCCESS**

Provided by

**Webati**

# TABLE OF CONTENTS

Introduction .....	4
1) The Initial Planning Stage .....	5
2) Hiring the Right Team of Developers and Designers.....	7
3) Good Hosting, Good Marketing, & Good Maintenance .....	9
Disclaimer and Terms of Use Agreement.....	11

## Introduction

In many different ways, building an effective website for your business can be compared to going on a journey. Determining where your starting point will be, knowing where your ultimate destination will be, and figuring out the routes and vehicles you will take to get from Point A to Point B, are all necessary components of building a successful website. In other words, there are multiple aspects to consider when it comes to “planning YOUR journey and enjoying the ride!”



The problem with most website design, development, and marketing firms is that their primary expertise lies only in one or two areas, like social media marketing or one particular type of technology. While a client’s resulting business website may be aesthetically pleasing, it will most likely miss the primary goals of direct response marketing. Direct response marketing provides the ideal blend of visually pleasing design, powerful technology, and direct sales marketing.

This is where Webati can step in to provide you with a balanced team of experts to assist you in planning for the journey of your business on the Internet frontier. Webati is a comprehensive website design, development, and marketing firm, who have identified the components to building an effective website for your business. These three simple steps they have identified, when conducted in chronological order, will create the results for your business that you are looking for.

## 1) The Initial Planning Stage

When it comes to building an effective website for your business, the initial planning stage is, undoubtedly, the most important of the three steps. The goal of Webati can be summarized in four simple words – *We help you grow*. Each service that they offer is created with the intent of expanding your business's brand. In order to achieve this purpose, they insist on their clientele having an active, hands on role during the initial planning stage.



Using the aforementioned analogy, the first step in preparing for a journey is to determine where your starting point will be. Webati will begin the design process by creating a site map, which is a diagram of all of the web pages that will be included in your business's website, and this diagram will include the specifics of how these web pages will be interrelated to one another. Working together with you, a precise understanding of the desired goals and outcomes for each page will be devised.

Each different web page of your business's website is going to have a different intended purpose. To elicit the response from each web page that you are looking for, it will be necessary to create a well-planned database, which will operate behind the scenes. The creation and building of this database may single handedly be the most important technical aspect of creating your business's website. If the database is built correctly, it is going to accommodate the needs and goals of your website as your business grows.

After you have determined where your starting point will be and agreed upon the final destination of your journey, the next step in the initial planning stages of your business's website is to have the professional designers at Webati create a mock layout of your business's website. At this critical juncture, clear and concise, 2 way communications is going to be

vital between you, the web designers, the web developers, and your project manager. Even small tweaks or changes that seem insignificant, possess the potential to affect the matters of your budget and timeline.

During the initial planning stages, you are strongly encouraged to be vocal and expressive regarding which functionalities should be included in the design of your business's website. Just a few of the options that you may want to consider include animations, pop ups, contact forms, videos, advertising, and other forms of graphic elements. While these features may affect the implementation costs of your business's website, each one can be used to an advantage to achieve the vision you have for your business's website.

At the conclusion of the initial planning stages, the web designers at Webati will deliver a final design for your business's website in the form of mockups. If there are changes or tweaks you would like to have made to these mockups, then now is the time to voice your opinion. These mockups are viewed as the final product before moving on to the next step in building an effective website for your business.

Regardless of the scope of your project, whether you have a business that turns an annual profit of \$100,000.00 or \$10 million, the professional minds at Webati are capable of handling it. However, experience has taught them that more sizable projects should be broken down into more logical steps. Most phases of larger projects will fit into a time frame of 1-3 months. The timelines of these phases will be clearly marked, and Webati will double check to ensure that each phase of a project is completed before moving on to the next one. In doing so, you can avoid making major shifts in the design mid-project.

While the initial planning stages of building your business's website might seem exhaustive and lengthy, proper planning, in the long run, is going to save your business money, time and headaches. When you work closely with the web designers and developers at Webati, they will ensure that your project is done correctly the first time around.

## 2) Hiring the Right Team of Developers and Designers



It is a well-known fact in the web design business that you get what you pay for. In an effort to cut costs, many business owners hire less than reputable coders to manage the design of their business's website. However, the professional web designers and developers at Webati focus upon both the front end design of your business's website as well. Their assembled team of developers excels at creating pleasing visual

aesthetics, but they are also more than adept at handling the technical aspects of website development.

Ultimately, the goal of the Webati team is to create a website for your business that will create the highest possible return upon your investment by creating a website that will attract your business's target demographic. Comprehensive website design is not just about creating pretty pictures on a web page. It is also concerned with creating design with a purpose. After all, the appearance and ambiance of your business's website is a reflection of your business to your business's primary demographic.

While web developers and web designers have separate functions, they also work hand in hand with one another. Often times, finding the right team of designers to work in the creation of your business's website can be more frustrating than finding the right team of developers. A web developer might be proficient at a specific component; however, he or she may also struggle with certain other technologies.

Webati offers an advantage to their clientele in the fact that they provide a comprehensive team of both web designers and developers. The talents of

a team as a whole are considered to be better than that of a single individual. When you engage the services of Webati, you will be provided with a clear pathway to complete goal project management. Much like the aforementioned journey analogy, when you pay for web design and development services, you will be provided with a clearly marked solution map that leads to a high quality end result.

There are some web designers and developers who initially charge a low hourly rate for their services; however, it may take multiple attempts to complete the actual programming of a project. To avoid this problem, Webati charges their fees on a “per project” basis, as opposed to the traditional hourly fee. This provides their developers and programmers with incentives to complete projects correctly and in a timely manner. With these assurances, you do not have to worry about having to seek out another developer to complete your project.

Even for simple projects, the professional web designers and developers will assist you in lowering the overall costs of building your business’s website by creating and implementing design that will accommodate the growth and changes of your business over time. When you eliminate the possibility of having to perform a rewrite or overhaul of your business’s website down the road, you will be reducing future costs and expenses. The professional services of Webati of the expert staff at Webati bring hidden values to the building of your business’s website that you may not initially be aware of.

### 3) Good Hosting, Good Marketing, & Good Maintenance

Hosting services are one of the most overlooked aspects of website design and development. Whether an individual is trying to save money by skimping on quality hosting services or simply consider the technical aspects of hosting to be too difficult to deal with, poor quality hosting services can compromise your business's website. However, the monetary and time investments that you have made into your business's website are significant, and you will want to protect your investment.



Often times, business proprietors will choose low end hosting services in order to save a few dollars; however, if their hosting services were to go down, resulting in your business's website going offline, those few dollars that you have tried to save each month can translate to thousands of dollars in lost revenue for your business. Suddenly, spending that additional \$15.00-\$20.00 each month seems like a worthwhile investment.

The advantage in engaging the services of Webati is that their comprehensive team is capable of handling your business's website's hosting needs. Additionally, they are also capable of providing the routine maintenance and updates that your business's website will require. Furthermore, Webati is capable of offering integrated marketing for your business's website. Having all of these services available in one location is convenient, and it will reduce the amount of stress that you incur.

Additionally, it can save you money in the fact that you will not have to farm out these different aspects of maintaining a website for your business.

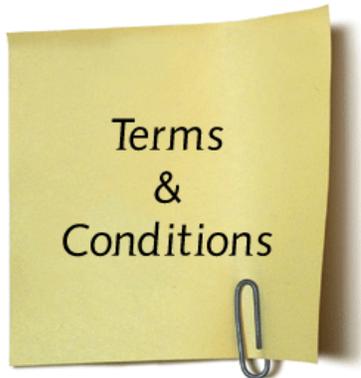
Another disadvantage to hiring low end hosting services is that they often contain hidden fees and prices that can increase the amount of money that you spend from month to month. For example, many hosting websites will state that they offer unlimited hosting; however, they have a CPU usage cap. As your business grows and the amount of traffic that it experiences increases, this CPU usage cap is going to become highly problematic. The entire purpose of professional website design and development is to drive traffic to your business's website.

While there is no 100% foolproof method to website design and development, the aforementioned steps have been borne out of the many years of experience within their industry. Following these three simple steps will ensure that the process of building an effective website for your business will run much more smoothly. A timely and manner order for completing the different phases of your project will be devised, and you can rest assured that the web design and development team at Webati will adhere to the schedule. With these assurances, you will be able to save both time and money.

Working in conjunction with you, Webati will assist you in devising, creating, and implementing the right website for your business. In one central location, you will be provided with access to the tools and services you need to grow and optimize your business platform. The list of services that Webati provides includes graphic design, web design, e-commerce, and marketing. If you are looking to engage the services of a comprehensive and professional web development firm with years of experience in their field, contact Webati at [info@webati.com](mailto:info@webati.com) or call 1-866-580-2620 to set up a no cost consultation.

Still skeptical about hiring the services of Webati? Don't take our word for it. Read the numerous testimonials on our website of satisfied clients who have worked with [Webati](#) in the past!

## DISCLAIMER AND TERMS OF USE AGREEMENT



The author and publisher of this Ebook and any accompanying materials have used their best efforts in preparing this Ebook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Ebook. The information contained in this Ebook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Ebook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This Ebook is © copyrighted by Webati and is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, with ALL rights reserved. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this Ebook under any circumstances without express permission from Webati.