

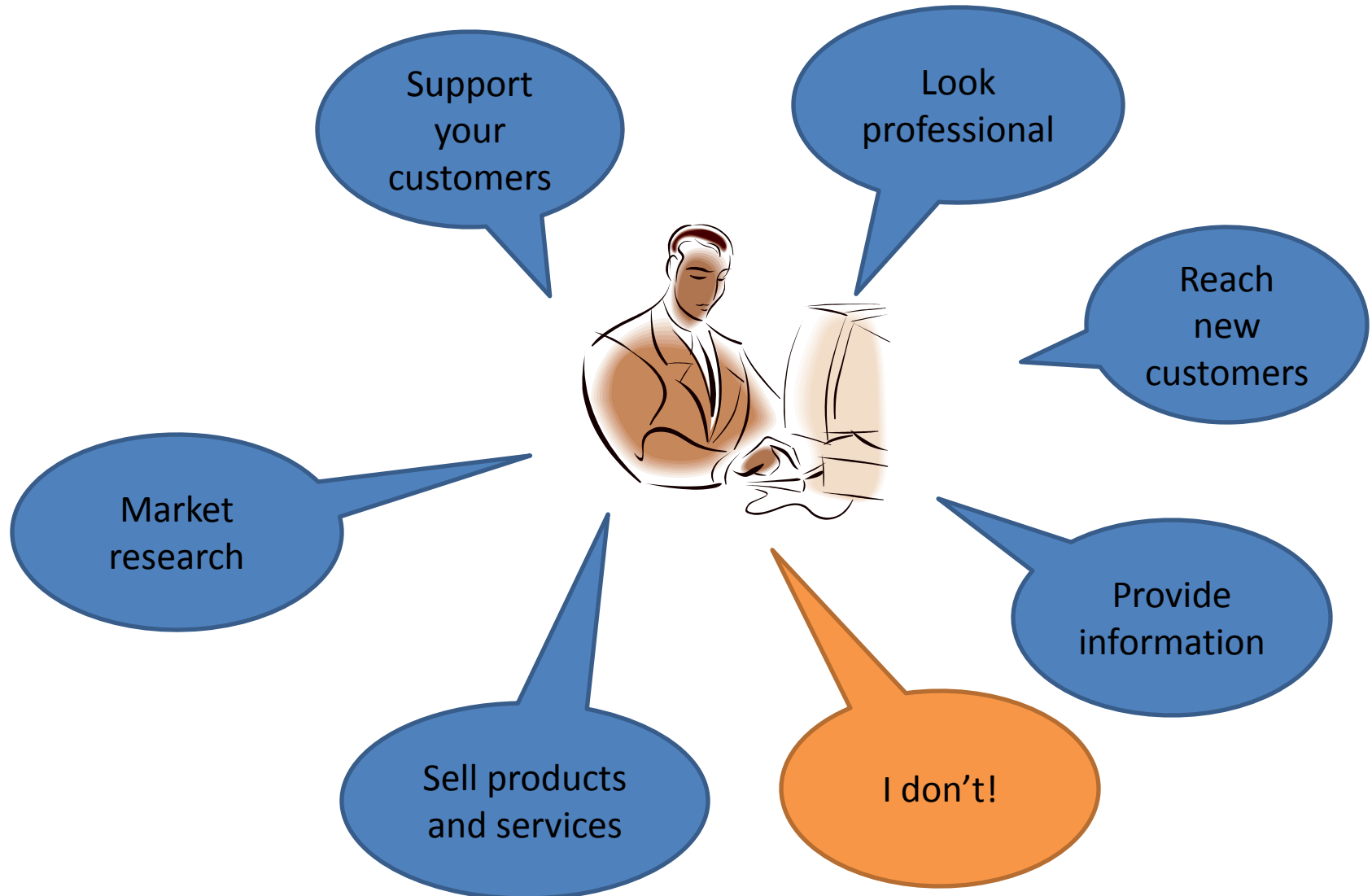
Website Optimisation

How to make your business work
online

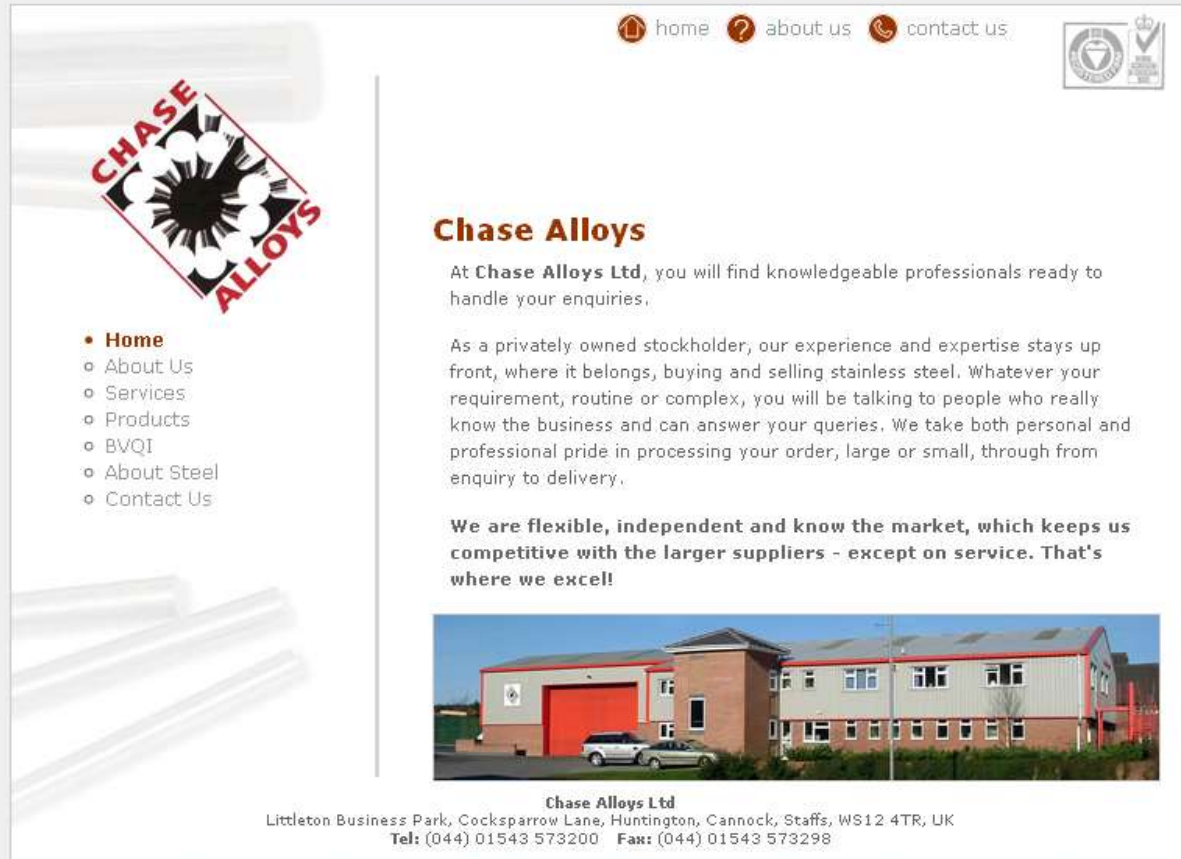
Contents

- Step 1: Why do you need a website?
- Step 2: Your website marketing plan
- Step 3: Is your site FFP (Fit For Purpose)?
- Step 4: Do you know your web ROI?
- Conclusion: Just another business

Step 1: Why do you need a website?




Look professional



The screenshot shows a professional website for Chase Alloys Ltd. The layout includes a navigation menu, a main content area with a company introduction and a photograph of the factory, and a footer with contact information and a navigation bar.

home about us contact us




- Home
- About Us
- Services
- Products
- BVQI
- About Steel
- Contact Us

Chase Alloys

At **Chase Alloys Ltd**, you will find knowledgeable professionals ready to handle your enquiries.

As a privately owned stockholder, our experience and expertise stays up front, where it belongs, buying and selling stainless steel. Whatever your requirement, routine or complex, you will be talking to people who really know the business and can answer your queries. We take both personal and professional pride in processing your order, large or small, through from enquiry to delivery.

We are flexible, independent and know the market, which keeps us competitive with the larger suppliers - except on service. That's where we excel!



Chase Alloys Ltd
Littleton Business Park, Cocksparrow Lane, Huntington, Cannock, Staffs, WS12 4TR, UK
Tel: (0444) 01543 573200 Fax: (0444) 01543 573298

Home About us Services Products BVQI About Steel Contact Us Sitemap

Support your customers



Long Run Roofing Manufacturers

- Home
 - About
 - Gallery
 - Colour Wizard
 - Roof Wizard**
 - Contact Us
 - Downloads
-
- Products**
 - Profiles
 - Translucent Sheeting
 - Ridging and Valley
 - Continuous Spouting
 - Central Roofing
 - Flashings
 - Fasteners
 - Coatings
 - Maintenance

Roof Wizard

With this roof calculator you can work out the quantity of sheets required, the cut length of each sheet and the total area of the roof. Simply enter the roof pitch (in degrees), the roof width (in metres), the roof length and select the roofing material type.



Results

- Sheets Required:
- Cut Length:
- Linear Quantity:
- Fasteners:
- Roof Area:

The above figures are intended for estimation purposes, as coverage may vary in certain situations.

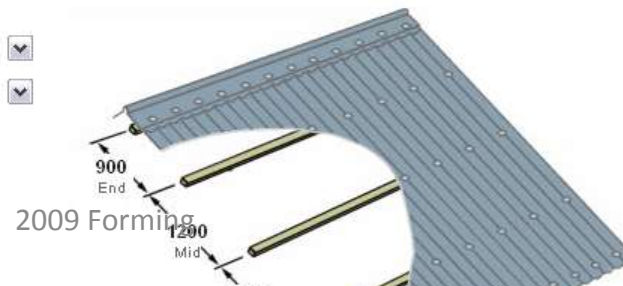
Spans & Fasteners

Select Profile type and Thickness to calculate the purlin spans and fastener locations

Select Material:

Select Thickness:

Nail/Screw Pattern



Market research

The image shows a screenshot of a web browser window displaying an example survey page. The browser's address bar shows the URL <http://www.gofetchsurveys.com>. The page content is as follows:

This is an example survey

Welcome

This is an example survey. Below is one of each question type available so that you can see what your survey will look like if you choose this design.

This is an example Checkbox question; also with an Other option

Here you can choose as many items as you like







- Option 1
- Option 2
- Option 3
- Other:

*** This is an example Radio button question that is required**

You may only choose one from the list below

- Option 1
- Option 2
- Option 3

Sell products & services

[PRIVACY](#)


Shop

New Zealand English


WISH LIST | ORDER STATUS

0 items in my cart

HOME | By AGE | By THEME | By CATEGORY | SEARCH | CART | CHECKOUT



Don't miss this golden opportunity!
Free Exclusive Item with purchase [More details >](#)




CITY
NEW!
City Corner
#7641
[View Now >](#)

Shop Features


- What's Hot Now**
The Top 25 Sellers, updated daily!
- What's New**
See all the newest LEGO sets!
- Sales & Deals**
Big savings, regularly updated!
- Request a Catalog**
Not on our mailing list? Sign up today!
- Exclusives!**
Check out these collectors models!
- Hard To Find Items!**

NEW!
STAR WARS
Echo Base™
#7749




LEGO Shop Emails

Sign up here
For LEGO Shop
emails!








NEW!
AGENTS
4-Wheeling Pursuit
#8969



Featured Products

This week's must-have sets!



Provide information

A Compendium of On-Line Soil Survey Information



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-

Soil is the thin skin of the Earth's surface where the atmosphere meets the lithosphere, hydrosphere, biosphere and of course the anthrosphere. Soils vary tremendously in their properties and ecological function. The job of soil survey is to map the distribution of the different soil types, describe these types, and interpret the maps in a form that is useful for land management and ecosystem studies. Systematic soil survey has been carried out for over one hundred years. As in other applied sciences, conceptual and technological advances are making soil survey more reliable, cheaper and useful. The internet revolution has also affected soil survey: information on the [institutes that carry out soil surveys](#), their [methods & techniques](#), [soil classification systems](#), [models](#), and [interpretations](#) from all over the World are at your disposal.... if only you know where to look! These pages are dedicated to making this soil survey information accessible, and guiding you towards the most useful sites. Special emphasis has been placed on a comprehensive catalog of [soil geographic databases](#).

Editor's picks

Here are a few of my favourite soil-survey-related sites, in case you don't want to root through the whole Compendium:

1. [California Soil Resource Lab](#)
2. [Digital Archive of African Soil Maps](#)
3. [Sensing Soil Condition](#)
4. [Berlin Digital Environmental Atlas / Digitaler Umweltatlas Berlin](#)
5. [bodemdata.nl](#)
6. [Sols et Paysages du Languedoc Roussillon](#)
7. [Canadian Soil Information System \(CanSIS\) / Système d'information sur les sols du Canada \(SISCan\)](#)
8. [NRCS Soils home page \(USA\)](#)
9. [NRCS technical references](#) (Soil Survey Manual, Field Guide, Lab Methods, Soil Taxonomy)
10. [World Reference Base for Soil Resources](#) (FAO)
11. [International Committee on Anthropogenic Soils \(ICOMANTH\)](#)
12. [Soils of Wales: an online textbook and field guide](#)

Reach a wider market

MEMBER LIST

EVENTS

SHOP

CONTACT

ABOUT



MEMBERSHIP

MAILING LIST

NEWS

PRESS

LINKS

follow us on
[twitter](#)

Check out our [Events page](#) to see where NOCM members will be selling their wares.
See recycled [T-shirt tutorials](#) on our blog.

shop handmade

SAVE THE DATE!! - June 18 is our [Triple Threat Birthday Bash](#)



ANTIGRAVITY



twisted
hair salon

2009 Forming



I don't need a website

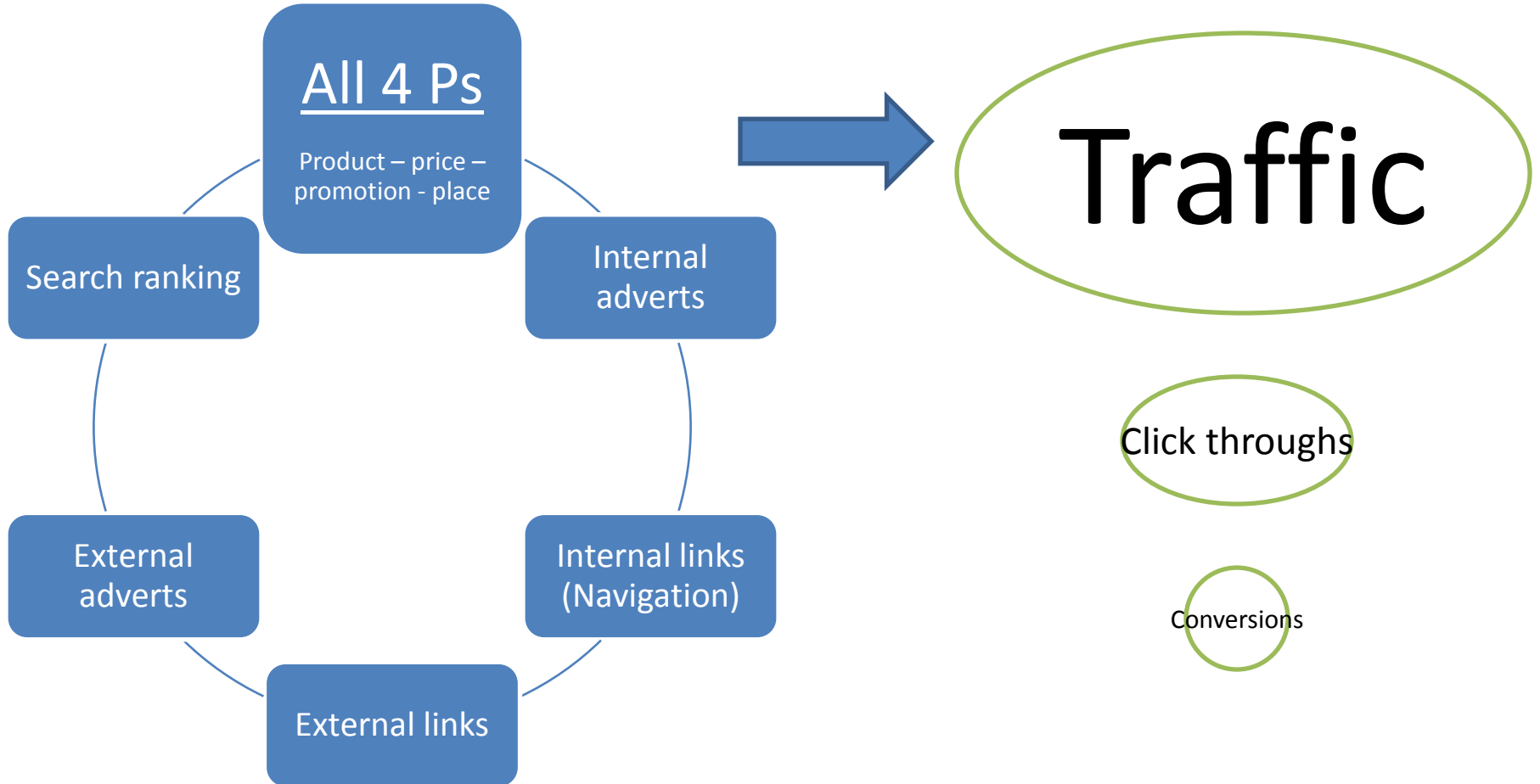
You have one now

- Clear down your old site – don't just leave it online to give your brand a bad name
- Take your web address off your business cards and stationary
- Ask other sites to remove links to your web address

You don't have one yet

- Consider purchasing the domain name for your business in case you want to go online later
- Take up an email only hosting package so you can use fred@mybusiness.co.nz as your email address

Step 2: Web Marketing



Step 3: Is your site FFP?

Your customers say:

- ✓ Looks good
- ✓ Easy to use
- ✓ Easy to find
- ✓ Loads quickly
- ✓ Meets my needs



FFP: Looks good

- Good contrast between text and background colours and between different page elements
- Styles are repeated down the page
- Page elements are lined up neatly
- Related sections are grouped together
- Not too much writing on a page

FFP: Easy to use

- Clear navigation paths – I can find what I'm after on the site easily
- Lots of internal links between pages
- Shortcuts to popular items
- Main navigation on every page
- Designed to be accessible to all
- Help is on site where needed

FFP: Easy to find

- High search engine ranking for the keywords I use
- Attractive and eye-catching adverts
- Site is working when I want to go there
- Address is easy to remember
- Plenty of links to follow from related sites

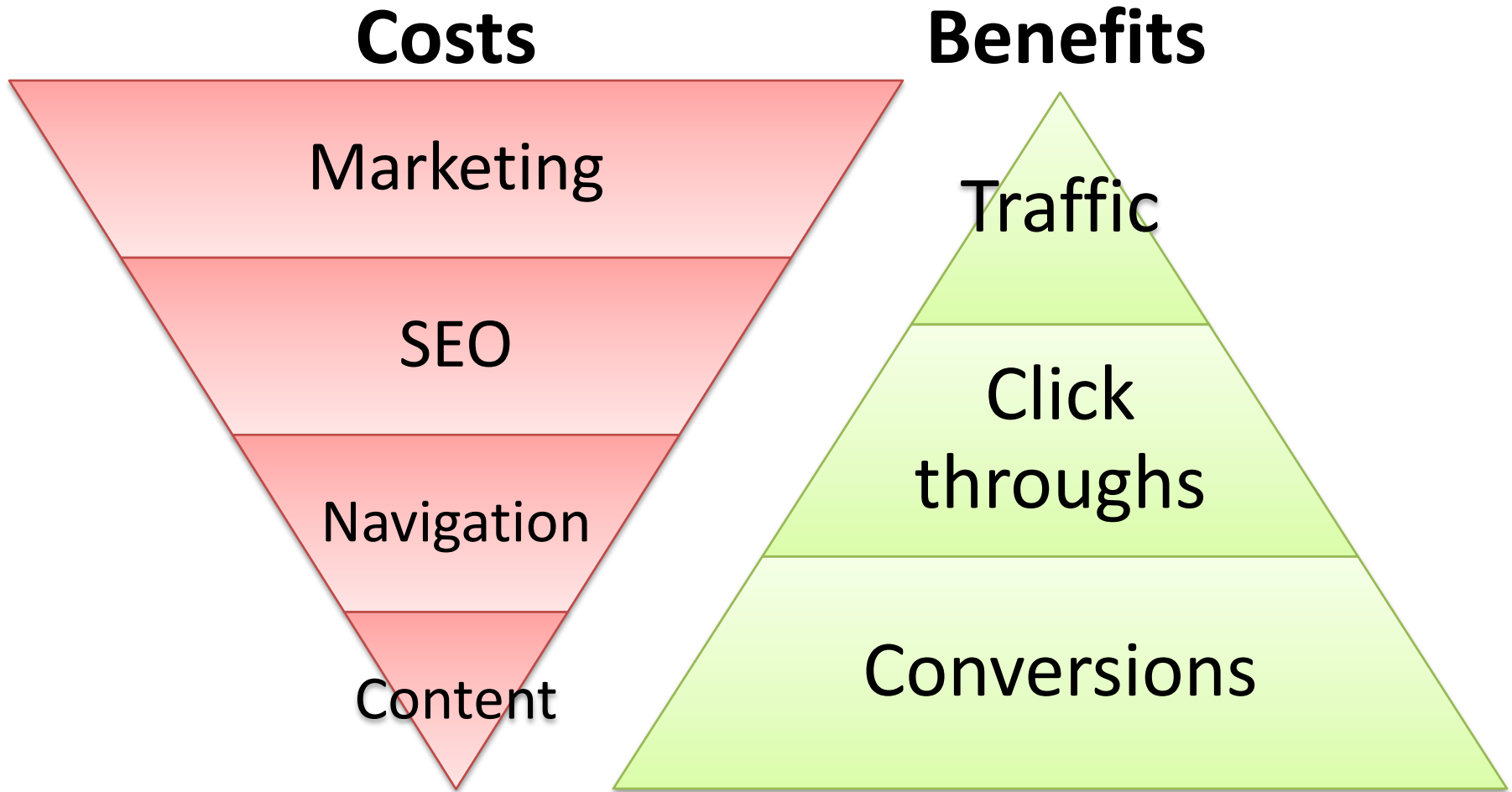
FFP: Loads quickly

- Located in the same country I am
- Low page size
- Low graphics
- Low flash or no-flash option
- Dynamic site

FFP: Meets MY needs

- Clear and appropriately simple language
- This was what I was searching for
- Content is kept current, interesting and informative
- I will clearly benefit through returning to the site
- Written for ME not for YOU

Step 4: Understanding your ROI



Conclusion:

A website is like any other business

- Understand the purpose of your site and make it clear to your web designer
- Develop a marketing plan and set goals
- Check that your site is FFP
- Monitor your ROI and be prepared to change your site frequently.

Remember - It's OK to say NO

A poorly executed and out-of-date website
is worse than no website at all.