



Good Open Website Design

Websites bring most canal companies over 80% of their business. Considering the economic importance of the website, many are seriously under designed and under resourced. There is little point in having large numbers of website visitors if they don't like what they see, or can't find what they want.

Websites increasingly provide the 'public face' of modern businesses, yet many companies seem content only provide 'factual' information, rather than representing the customer care ethos and social side of the business.

10 tips for Good Open Website Design

- 1 Should encourage feedback and deal with it in a managed way**
Information should be presented in an open and friendly way.
- 2 Should give contact details, making contact easy**
Make sure every web page encourages feedback.
- 3 Have an 'About Us' page with photos**
People like to deal with people, make the most of being a small firm.
- 4 Include customer comments, suggestions and your responses**
Show you value what people say and can act on suggestions.
- 5 Should accurately describe what you offer**
Many bad reviews are when people are angry about being misled.
- 6 Have Facebook and twitter links to encourage dialogue**
They show you are not afraid of being talked about!
- 7 Use News page and email newsletters to keep people involved**
Show you are nice people, and they are valued customers.
- 8 Collect and use previous customer email lists**
Even if previous customers don't return they have lots of friends!
- 9 Investigate chat boxes etc.**
Find other innovative ways to encourage people to talk to you.
- 10 Don't forget good design to interest and encourage bookings!**
None of this may be productive if people don't like your website!

Do something NOW, not next month or next season when it may be too late.

Get help from our expert team at Canal Junction. We've a lot more information online:

www.canaljunction.com/webservices/

or call us **01691 623126**

