

## BlueBox Associates

BlueBox Associates is a small business specialising in building effective web sites for small businesses and organisations.

With the increasing availability of fast broadband connections even in rural communities, the internet is becoming an increasingly important "shop window" for getting you, your business, your products and services known to a wider audience.

Based in South Warwickshire, we aim to deliver websites which work for our clients, whether it be for a simple home page or a more complicated online shop. In all cases we try to help by listening to you and trying to deliver a solution which works for you and your business or organisation.

In our view websites must firstly be functional – delivering visitors, orders, interest and/or reputation. We prefer clean simple lines rather than fancy graphics and gimmicks.

Take a look at some of the sites we have delivered – a range of styles and purposes each designed individually to meet the needs of each client.



- Website advice
- Website hosting
- Website design
- Low-cost start-ups
- Website maintenance
- Email facilities
- Domain name registration
- E-commerce
- Member forums
- Structured Enquiry Forms
- Search Engine Optimisation

Is it time you sorted out a website for your business or organisation?

Do you need help to explore the options for going on-line to reap the rewards of fast internet access across the UK?

Then contact John or Helen at...



### Website Design, Hosting & Support

BlueBox Associates  
PO Box 1019  
Long Itchington  
Southam  
Warwickshire CV47 9ZU

T: 01926 811969  
F: 01926 811959  
E: [jb@bluebox.org.uk](mailto:jb@bluebox.org.uk)  
Web: [www.bluebox.org.uk](http://www.bluebox.org.uk)

## Effective Web Site design for small businesses and organisations

*Every business should have a website!  
BUT - a poor website can damage your  
business' health!*

There are a variety of factors to consider **before** developing an effective website for business: -

### Why? - to sell or tell, inform or entertain? or some combination of these?

- A site could be just a straightforward "**front page**" like a static print advertisement for anyone who happens to come across it;
- or a fully functional **e-commerce site** to sell your products/services;
- an **informational site**, similar to a printed brochure to entice people to contact you to find out more or to purchase your product or service; or any permutation in between.

Publishing photos and graphics on a website is easy and can give visitors a much better feel for the quality and range of your products/services.

## Who are your customers?

You need to consider your target audience: -

- existing customers
- potential customers?
- do we know their age profile, location? etc

The demographics suggest that increasingly it is not just the younger generation who are using the internet, but older visitors who may be discouraged by some features which youngsters find exciting

### What will those customers be looking for?

- Information?
- Detailed specifications?
- to order or purchase?
- to check availability?
- for ideas?
- for a response?
- Is your site "interactive"? – i.e. can visitors ask questions/contact the business?– can they calculate the cost of a product/service, or check its availability?
- Can they find the information they want quickly and easily? Fancy graphics and animations may be entertaining, but if they get in the way of the customer's needs then the site will have failed.

There are many other factors which you need to consider, and we can help you work through those issues to get the solution which will work for your organisation.

Why not visit our website at

**[www.bluebox.org.uk](http://www.bluebox.org.uk)**

to see some of the websites we have delivered and/or talk to some of our clients

- Richard at Raymac Signs  
(01653 600015)
- Steve at Wolds Way Lavender  
(01944 758641)
- Charles at AMS Machinery  
(0788 4435516)
- Alan at Watercourt Ironmongery  
(07778 412265)

**Or talk to John or Helen at  
BlueBox on 01926 811969**



PO Box 1019  
Long Itchington  
Southam  
Warwickshire CV47 9ZU

T: 01926 811969  
F: 01926 815840  
E: [jb@bluebox.org.uk](mailto:jb@bluebox.org.uk)