



DESIGN

Providing small business solutions for
Website • Email • Print • Social Media

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HIGH QUALITY, LOW COST, EXACTLY WHAT YOU NEED.

Why is a website important?

A website that presents your organization or small business to your end user in a professional, visually appealing and user-friendly way is invaluable.

In today's world, consumers expect a company to have a website. In the eyes of a consumer, having a quality, professionally designed website is a measure of how successful your business is, how likely you are to remain in business and the quality they can expect from you. Frequently consumers view a small businesses without a website as weak and fleeting.

Another excellent reason to have a website for your company is that it provides you with numerous options for cost effective (or even free) marketing. Simply having a website gives you a spot in search results for your targeted keywords, no matter where you might rank in the search results. Consumers the world over can visit your company's website, peruse your goods and services and make a purchase decision, this can be an invaluable tool for increasing your profitability and growth.

Denis Robichaud Design is ready today with an array of services to meet your website design needs, from initial page development to full service management and analytic reporting all at an affordable price.

86% of consumers surveyed said they have used the Internet to find a local business.
Nielsen/Niel Ratings

Five minutes to call. Two to email. You Pick!
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5 Tips For Small BUSINESS WEBSITES

- 1. Make it look professional**
Websites are changing. Customers, for the most part expect a company's web site to be as professional as their printed sales literature. Anything less than a professional façade for your presence, will make your business look unreliable.
- 2. Build your brand**
Brand your small business with what makes your small business great. Do you have great employees? Show them off! Do you have great equipment? Show it off! Take the time to plan who you are and who you are going to be.
- 3. Make your site easy to navigate**
Businesses and consumers today have little time to waste. If they can't find what they want quickly on your site they'll move on. To help them find their way around, put a table of content (often called a navigational bar or navbar) on your home page.
- 4. Tell them how to reach you**
One of the leading attractions of the Internet is its immediacy. Consumers can find information, shop for products, send and receive letters, place orders, send invoices, 24 hours a day, seven days a week. To keep customers happy, make your contact information easy to find and plan to answer all email within 24 hours or less.
- 5. Include Social Media**
With 250 million users signing into Facebook on a daily basis, having a social media element for your organization or small business provides a platform to engage with an increasingly social consumer. People tend to tune out traditional media such as TV and magazine ads. But they pay attention to what their friends are doing. And their friends are on Facebook, perhaps liking your page!

