

Best Practices for Developing a Web Site

Just because Web sites are easy to build these days, doesn't mean it's easy to build a quality Web site that meets your business objectives. Before developing your next Web site, or redesigning an existing site, download this Internet.com eBook to guide you through the process and plan your project, whether you're developing a site in-house or outsourcing the project.



The most challenging part of building a Web site is not so much the nuts and bolts of development; it's the planning and conceptualization. Before any actual designing and development can take place, you need to define your Web site's main purpose, what message you wish to convey, and how this message will be conveyed.

You will also need to have a firm understanding of your core audience, and cater to its needs and style. A graphic design firm's Web site, for example, shouldn't look like a financial institution's Web site because they convey different messages to different audiences. The design concept for the former must project a creative and hip style whereas the latter must convey trust and security.

No one can tell you your Web site concept. This is something you need to determine on your own. Although there are many business- and industry-specific factors that contribute to a Web site concept, most are based on your:

- Business's brand identity
- Industry type
- Target audience
- Web site's purpose
- Web site goals
- Online expectations
- Long-term business goals



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