Is your Web Site a 'AAA'?

Web Sites that work for your business

Many business web sites under perform, or work against the business by being too slow, difficult to use or having insufficient information about the products and services on offer. In addition, a poorly constructed site will not show up well in search engines, loosing valuable visitors to your competitors.

High performing web sites have content that passes the 'AAA' test – adequate, appropriate and accurate.

- **Adequate** – there must be enough content to properly describe your product or service and enable the visitor to decide whether or not you can meet their needs.

- **Appropriate** – your web site content must not only be relevant to your business, but to the needs of the visitor. It is important to consider the full range of possible visitors and make sure that all their needs are catered for.

- **Accurate** – your information must be up to date and correct. Web site content must be regularly reviewed to ensure that it keeps pace with your business.

Web sites that are fast and easy to use will attract more repeat visitors and enhance the image of your company. The opening page is especially important, as you only have a very short time in which to interest the visitor and stop them moving to your competitors.

How we can help

Many businesses simply don't have the skills or time to create and manage their Internet presence an effective way, so Custom Internet offers a comprehensive range design and maintenance services.

We have the marketing and design experience to get your business noticed. Our free "health check" will identify problems with your site and we offer a service that meets your needs and budget as well as the demands of today's internet users.

We will design your web site and maintain it as required. We will also arrange a suitable domain name and hosting arrangements as required.

If you are interested in using our design and maintenance services to put your business on the Internet or to improve your existing web site, please contact us.

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