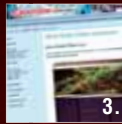


# Website Design “learning from the spiders”

**Without a web, spiders can't catch flies.** Without a website, businesses are limited on catching business. A spider's web has to be constantly refined and maintained if it is to constantly catch flies. Businesses need to adopt this method of thinking because **simply having a website doesn't mean you'll catch more business.** If a spider's web has holes in it, its potential to entangle every visitor is limited. Having a bad website is like a poorly built spider's web with many holes in it. Lets face it, cyberspace is well and truly a part of our lives and it's here to stay. **But just how much of your business comes from the world wide web?** <continued on back>



- 1. BH Architects
- 2. Wear Master Work Wear
- 3. Coburg Aquarium
- 4. E2Go - Nightlife Broadcast
- 5. Cosmos Internet Services
- 6. KJM Garden Maintenance

- 7. Immune Medical Supplies
- 8. E2Go - Entertainment

## Learning from the spiders - continued

Statistics currently show that there is a 21% increase of online local searching in Australia, America and the United Kingdom.

Plus, an American survey has found that on average, employees admitted to spending 2.09 hours online each day (not including lunch), making weekend, airline, bus, and restaurant reservations. **You need your business available to these people.** If not, you are losing clients - and losing money.

## How much of your business comes from the world wide web?

Properly understanding today's shifting society is to think "maximum efficiency with minimum effort". Typical consumers have replaced the printed phone books with local online searching (is your business listed online?) and this will only continue to increase. Remember back in the days where ATMs (Automatic Teller Machines) were non-existent?

In today's marketplace, having a user-friendly website to promote your product or service is paramount. **Making your business available, and up-to-date with this new breed of marketing is essential.** People like to browse at their leisure (e-window shopping) by surfing through products & services online (available locally). The web has provided a means to quickly access information at a click of a button. Consumers use the internet to better educate themselves about their desired products or services and compare them online. Even though the average consumer will not purchase directly online, they will look for someone locally using an online search. **If you currently don't have a decent website or online listing, then you are missing out on potential profit.** This trend will only continue to increase.

## If not, you're losing clients - and losing money.

Remember, to your potential new clients; your website represents their first point of contact with your company - if it looks poor or unprofessional, takes too long to load, or is hard to navigate, they will simply click and leave. You only have one chance at making a good first impression...

*The information above has been taken from a newsletter article written by Nelson Martins in August 2005. All references to statistical data and survey source information is provided in the original article. In the event that the referring newsletter was not included with this set of materials, please contact Nelson Martins Design on 03 9940 1535 or [info@nmdesign.com.au](mailto:info@nmdesign.com.au) for your courtesy copy of the newsletter.*