



Corporate Design  
& Print Solutions

# 10 THINGS

your **WEB DEVELOPER** may not tell you

Something for everyone.



[kwikkopy.com.au](http://kwikkopy.com.au)

# INTRODUCTION

Ever wondered what's behind the secret language website developers speak? Or wanted to know exactly why it costs you \$500 each time your website content needs a single change? Or even just why your beautiful website doesn't get as many visitors as you'd hoped?

Well that's what this e-Book is for. Kwik Kopy busts the top 10 myths of web development and show you how it really can be easy but why most web "experts" don't want you to know that. Get to know the common pitfalls and get some common sense advice so you can have that difficult conversation with your web developer.

Something for everyone.



# 1

## NEVER, EVER BUILD YOUR WEBSITE USING 'FLASH'

A Flash website is an animated website that is created using Macromedia / Adobe Flash software. You've probably seen those silly "splash" pages that roll animation or play music and then offer you "SKIP INTRO"... Well that's Flash.

Why on earth do web developers want to make your customers sit there and wait for a stupid animation to play before they're allowed to view the content on your website? It's like having your shop-front door locked when you're open for business and making customers stand there and listen to you sing your company jingle before you let them in.

People are time poor these days so don't force them to sit there and wait for a page to load. Once viewers notice that your website is difficult to access, they will leave and be reluctant to return.

More importantly, Flash technology is a poor choice because it performs poorly in search engines like Google.

## NEVER, EVER BUILD YOUR WEBSITE USING 'FLASH'

Be aware of the following limitations of full Flash websites:

- Your website won't be visible on an iPhone or iPad.
- The website load time can be long and frustrating and you will lose visitors.
- Website reporting on Flash navigation is problematic and cumbersome. If you can't view any stats or use any reporting tools, how can you improve your website's performance?
- Flash breaks web usability standards.
- Flash breaks Search Engine website previews.
- Website updates require specialist Flash programming skills, which can be expensive. And we've heard some horror stories like \$2,500 to change just three images! Ouch.
- Some users disable Flash to avoid Flash based advertising – therefore your Flash website won't even load for some.
- Information embedded in Flash is often invisible to search engines like Google. Because everything on the screen is rendered as an image, not text, you won't get found by important prospects, which makes it impractical and sometimes cost prohibitive to drive traffic to your site.

So don't let your developer convince you that a Flash website is the way to go. If you visit the top 100 websites in the world, not one of them has an animated Flash intro, so you shouldn't either.

You've only got 1-2 seconds to attract your prospects attention and engage them enough to decide to stay, so don't ruin it with Flash. It only benefits your web developer's ego and nothing else.

Something for everyone.



# 2

## YOU SHOULD CONTROL YOUR WEBSITE, NOT YOUR WEB DEVELOPER

You don't need to learn a programming language if you want to change things yourself. There are systems out there that are designed to enable you to change and maintain your own website without knowledge of any web programming languages. They are called Content Management Systems (CMS) and they provide you with a simple, non-technical way of updating your content.

This is typically done via an online software that works much like Microsoft Word. Just point-and-click, change your wording, and hit save. Your website is instantly updated. It is just as easy to add new pages, delete old ones, or restructure the website to meet your new business requirements.

Along with the many other administrative tools, this leaves you to concentrate on the content of your website, and not worry about the technology.

Something for everyone.



# YOU SHOULD CONTROL YOUR WEBSITE, NOT YOUR WEB DEVELOPER

A Content Management System (CMS) makes your life much easier in the following ways:

- You are no longer dependent on your web developer to make changes for you (and they can't charge you handsomely for the privilege).
- You can make changes when you want and as often as you want, day or night.
- There's no software to install so you can access your website to make changes from any computer with an internet connection.
- All the technical details are handled by the CMS, ensuring that anyone, even the least technical person can manage and update the website as needed.
- A CMS ensures that all the pages are consistent in design.
- A good CMS will allow your website to grow as you grow your business.

Something for everyone.



# YOU SHOULD CONTROL YOUR WEBSITE, NOT YOUR WEB DEVELOPER

Think about it... if your web developer puts you in control, they can't charge you hundreds or thousands of dollars for every little change so they're doing themselves out of business. But by keeping control, they can charge you whatever they want and get back to you when they're ready, basically holding you to ransom, and what can you do about it?

In a lot of cases, the changes you request over time may cost more than the initial cost of your website. An unfortunate client of ours was once charged more than \$11,000 by their web developer over a two year period just for changes. Yikes!

Our advice is make sure you maintain complete control of your website! Request a CMS and you'll save yourself thousands of dollars, be able to serve your customers better and adapt quickly to ever-changing markets through what should be a major communication channel for your business.

Something for everyone.



# 3

## **AVOID 'CHEAP' HOSTING OR YOU MIGHT BE SELLING VIAGRA BEFORE YOU KNOW IT**

Paying for hosting is like paying your website's rent and utilities. Through hosting your website must be stored on a web server and when a visitor comes to your website, it is transmitted over the Internet in order for the visitor to see it within their browser.

It's mandatory if you want your website published on the World Wide Web to pay a hosting company for hosting, however, be aware... not all hosting is the same and if you opt for a 'cheap' hosting option, your website may be prone to being hacked and you might be selling Viagra before you know it.

One of our clients previously had a cheap international host and her website was regularly getting hacked with Viagra messages. It would take days to get it fixed, then when it was finally rectified, within a few days her website would be hacked again and she'd have to relive the whole nightmare. If your website gets hacked, you're going to seriously lose credibility with your prospects and customers and it's just not worth it.

# **AVOID 'CHEAP' HOSTING OR YOU MIGHT BE SELLING VIAGRA BEFORE YOU KNOW IT**

Cheap hosting also attracts more spammers and because of this, they might be blacklisted. If this occurs, your website could also be affected and banned. Then your emails could get affected as well. Scary!

If your web developer opts for a cheap host to save a few bucks, getting good support when you need it is almost completely out of the question.

Most dodgy hosts never publish a phone number let alone respond to support emails in a timely manner so if you have a problem, you may have to wait a week to get it fixed. Can your business afford for its website to be down for a week?

To top it off, cheap hosting comes with poor response times, meaning your website can be slow to load because the servers your website sits on are packed with loads of other websites. Slow load times means your prospects won't stick around waiting, which means potential dollars for your business are completely down the drain.

Make sure you do your research when it comes to hosting. Ask your developer who your website will be hosted with then search for reviews online and find out if they're reputable.

Like most things, you get what you pay for and web hosting is no different. Therefore, don't invest your hard earned dollars into your website then let your developer set you up with a cheap and nasty web host. It's a recipe for disaster.

Something for everyone.



# 4

## IF YOU BUILD IT, THEY MAY NOT COME

You've probably heard the saying "If you build it, they will come", but when it comes to your website it's often not the case. There seems to be a huge misconception among web developers and business owners that just 'launching' a website, ensures its long-term success. It doesn't. In fact, it's just the beginning.

The truth is most people in the web industry are clueless. Just because your friend's sister's boyfriend built a website when he was in Year 7, doesn't qualify him to be a web developer. Just because your aunt's next-door neighbour knows how to use Frontpage, doesn't make her a web developer either, yet there are so called 'web developers' everywhere you turn.

Building a beautiful looking website is fantastic and that beauty might help convert visitors to customers when they arrive, but it isn't going to attract more customers to visit your website. And its not just about getting more traffic there either, you want the visitors to be the right leads who are in the market for your product or service - and that requires work.

Something for everyone.



## **IF YOU BUILD IT, THEY MAY NOT COME**

Your web developer should have discussed with you upfront the various options for promoting your website after launch but most don't.

There are literally hundreds of ways to promote your site and improve its performance but if they didn't share any of them with you, then they obviously don't care too much about it being a success.

So be careful and don't let them tell you that your website is going to bring in all this business miraculously when you launch. It's fair to say that a lot of web developers out there are just going to take your money and run, then tell you to go elsewhere or charge you a truckload more if you want any help on driving genuine leads to your website.

Ask your developer what ideas they have in terms of promoting your website and decide for yourself whether they truly care about you getting an ongoing return on your investment with them. Don't be surprised if yours reaches for his/her running shoes.

Something for everyone.



# 5

## EVEN THEY DON'T KNOW WHAT HALF THE JARGON MEANS

Why did the web industry decide it was necessary to create its own language? There are so many specialised terms referring to so many different things web, that for the average business owner trying to get a website, the jargon can be really overwhelming. Especially the long list of acronyms.

Well let me let you in on a little secret... most web developers don't even know what half of it means. It really makes you wonder what geek got up there and said:

*"From now on, we're all going to make up ridiculous acronyms and speak in our own special jargon code so that all business owners from this day forward will find developing a website so intimidating, they have to buy from us. Better still we'll create our own geek language and display long feature lists and tables that they'll never understand so we can justify charging our stupid clients whatever we want. Hail to our Holy Jargon God."*

## **EVEN THEY DON'T KNOW WHAT HALF THE JARGON MEANS**

Honestly, there are so many web developers out there that list these ridiculously long feature tables that compare package options down the page for hundreds of metres. The stuff on there would require a master's degree to decipher. What I really find funny is when they still list features that aren't even available using their 'whiz-bang' system – that's a sure-fire sign that they really don't know what any of it means.

When you look at most web developer's own websites, they honestly look like they've just copied and pasted from the last web developer's website because the rules in the web world say *"He who says he can develop websites, must abide by the rules of the Holy Jargon God and speak to clients only in code for all eternity"*.

Next time you start to get dizzy talking to your web developer, do yourself a favour and ask them to Cntrl+A all jargon and press delete.... In other words, stop patronising you. You shouldn't have to learn what JavaScript, XHTML or CSS means just know that your website will work.

Something for everyone.



# 6

## PUT TIME AND ENERGY INTO YOUR COPY... CONTENT IS KING

If your web developer didn't tell you this one, then they really aren't looking after your best interests. Creating great content takes a lot of work – its not just about copying what you wrote from the direct mail brochure you did back in 1989. People read very differently online than they do in print and your content needs to accommodate this.

Where a lot of web developers fall down is in communicating what makes a business so special and unique.

- What's your business about?
- Why would your visitors buy from you?
- What are your key points of difference?
- What's your unique value proposition?
- What's in it for your prospects?

## **PUT TIME AND ENERGY INTO YOUR COPY... CONTENT IS KING**

There's nothing your visitor hates more than to land on a website that reads like a textbook, or says "we've been in business since 64BC".

You know the ones. All they do is talk about how great their business is and forget to mention how they solve the problems of their customers.

Don't let your web developer make you into one of these. It will drastically affect your ability to turn your visitors into leads and leads into customers.

Did your web developer recommend you have a professional copywriter write your words for you or did they fail to mention that major detail?

A professional web writer can research and use the specific keywords people might type into search engines to find you but more importantly they will write copy that sells. A good copywriter will find out from you what makes your business so special and then write effective copy that communicates what you need it to, to make more money. It's not easy either.

Not only that, then it needs to be formatted and styled in a way so that your visitors can easily skim over it. You see, people rarely read online, they skim. And there are rules you should follow to make finding information quickly and easily a breeze for your visitors. If you have pages that go for a mile and have no formatting at all, I'd be on the phone to your web developer quick smart.

Content really is King. It can be the difference between your website costing you money, and making you tons of it. So treat it like royalty.

Something for everyone.





## **YOU CAN'T ADD NEW FEATURES AND FUNCTIONALITY WITHOUT REBUILDING THE WEBSITE**

Always make sure when you embark on developing your website that you consider what limitations your web developer places on you for future growth. You need to know that your website can grow as your business changes.

In other words, if you don't require an online shop right now but you might next year, then ask how easy it's going to be to add it to your website later, and how much is it going to cost. And if you want to send out newsletters via your website, do they have a system that can actually do this or do you have to use some other software and double-handle all your email contacts, not to mention pay another set of ongoing fees for the use of the software.

# YOU CAN'T ADD NEW FEATURES AND FUNCTIONALITY WITHOUT REBUILDING THE WEBSITE

And what if you want a blog, a calendar of events or a news section, can that all be included in your website or do you need to pay loads more just to set it up? A lot of developers out there will have sneaky hidden fees like one we found that charges \$44 for each extra page and if you want a News, FAQs or Testimonial page you have to pay another \$10 per month for EACH so that's \$30 extra every month for three extra basic page types! Its robbery!

Be careful and do your research on what your web developer can and can't do for your business now and into the future. You don't want your web developer tacking on lots of third-party products to be able to accommodate your needs. The problem with this is that they can't be held responsible if they're using third-party products so where does that leave you?

What you don't want to have happen is that the features and functionality your website needs prove impossible for your website developer to deliver, which would leave you with only one alternative... an entirely new website built from scratch.

But don't worry, it can be avoided so check out your web developer carefully and find out about his flexibility for your growth. I'm sure creating a website from scratch every year or so is the last thing you feel like doing.

Something for everyone.



# 8

## BE KIND TO YOUR USERS

You will all have been to those websites that flash, spin, blink and change colour. Or the websites that are so cluttered with buttons and links everywhere, drowning in WordArt, they look like they should be in a Vegas casino next to the gaming machines? How long do you stay on these websites? Not even 5 seconds? Honestly, some web developers should be locked up.

You really need to be kind to your users. Just because you know how to get around your website, doesn't mean it's obvious for your users. Just because your web developer thinks it's trendy to have music, doesn't make it okay.

**Here are some big mistakes that web developers make that can be easily avoided:**

**Don't have a Flash intro or "splash" page** – We've already mentioned this on page one but it's definitely worth mentioning again.... DON'T DO IT!

## BE KIND TO YOUR USERS

**Illegible text that's impossible to read** – Links should be obvious that they're links and text should be large enough to read but not over the top with styling. Make sure your developer uses good contrast e.g., don't let them use white text on a yellow background – you'll give your users a migraine. And don't underline words that are NOT links – this is a Kwik Kopy pet hate.

**Not telling your users where to go** – Well not like that anyway. You need to have a clear path you want your users to follow and tell them exactly what you want them to do. These are called 'Calls to Action' which refers to copy on your website that compels a user to take action. They are also something a lot of developers seem to conveniently forget to include in websites. Some examples would be 'Call Now!', 'Email Now For A FREE 30-Minute Consultation', 'Subscribe Today For Your Free Gift' etc. Capture your visitors' details so you can make contact with them later and convert them into customers. Don't overdo it as you might come across as being cheesy, but being too conservative won't produce strong marketing results. You need to find a good balance.

**Don't use music** – Putting music on your website is one of the most disastrous aspects of website design. If people wanted to listen to music whilst they were browsing, they'd turn on their iPod. One of the fastest ways to annoy visitors and make them leave your website is to put music on your home page.

Something for everyone.



## BE KIND TO YOUR USERS

**Difficult Navigation** – Web users are impatient people. Don't make it hard for your users to find the information they need and fast. According to Gartner, 50% of all sales are lost because users can't find what they are looking for. Don't bury the most important information deep within your website.

All the really important stuff should be the first thing they see when they land on your home page.

**Using bad photos** – Using crappy photos for your website can be really damaging to your business's image. It's like having really bad advertising out there marketing your product or service. What do you think when you visit a website's main page is filled with stretched or pixelated or eighties looking imagery and looks like some six year old child has done it?

To me, it shows that a business doesn't really care so much about its public image. Spend the time taking good photos, hiring a professional photographer or if that's not an option, consider buying royalty-free imagery that will help put your business in a better light.

Great websites are big on clarity and are kind to their users. They're fast loading, easy to navigate, consistent throughout and have high quality content that relevant to their audience. They also turn visitors into prospects, prospects into leads and leads into customers... This means a fatter wallet for you!

Something for everyone.



# 9

## YOU DON'T NEED TO SPEND \$10,000+ TO GET A GREAT WEBSITE

Because of the way the web industry is, there seems to be another misconception that you must spend tons of money to get a decent website. Granted, there are websites out there that are worth every penny their owners have invested in them but they are for businesses that turn over millions of dollars and actually have a hefty annual marketing budget to throw at it. The good news is you can still get a great looking, money-making website though with a lot less.

If you're prepared to roll your sleeves up and do a bit of the work yourself, you'll be able to get online for a fraction of the cost whilst still looking like one of the big boys.

First thing's first, plan ahead! Plan your website right from the outset and you'll save thousands of dollars. Research what goes into creating a great website strategy and start making notes. Developers charge thousands for this but with a bit of hard work, you can do this yourself and save big bucks. You'll do a much better job too because you know your business and your customers better than any web developer ever will.

Something for everyone.



## **YOU DON'T NEED TO SPEND \$10,000+ TO GET A GREAT WEBSITE**

When you plan to develop your website, the dollars start to add up when the time it takes to develop the more 'custom' aspects of your website starts to creep up. The longer it takes, the more it costs. Weigh up the cost of investing in the features versus the return you plan on getting from them and you might discover that the custom gallery you planned on having isn't actually going to net you a return, so you can use that generic one instead and save yourself a grand. There's more than one way to skin a cat as they say.

There are so many shonky web developers out there today and with the industry jargon the way it is, it is extremely hard to compare apples with apples but just remember, a lot of the cost is in the 'custom' functionality or development so weigh up whether it's worth it and go from there.

You'll find that a lot can be achieved if you challenge your web developer and look for other less expensive ways to achieve the same result. If they really care about your business, they'll care about your budget.

Something for everyone.



# 10

## AND FINALLY... YOUR WEBSITE STRATEGY IS THE MOST CRUCIAL PART

We briefly touched on your website strategy in the last point but seeing as it's the most important part, we should finish by going into a lot more depth. You cannot ignore the most important element of internet marketing – one that has everything to do with the potential and future success of your website.... and that's your website strategy.

Most web developers don't realise that if they fail to plan, they plan to fail. This really is the most crucial, vital part of any website development and is truly the difference between success – getting what you want and what your business needs – and getting a red hot mess.

Too many developers totally miss the mark in terms of what thought and strategies need to go into a successful website. They just slap something together, send it live and wait for their cheque so they can get crackin' on the next one, yet they still demand thousands of dollars for their rocket building 'expert' service. Let's hope yours is not this sausage factory type.

# AND FINALLY... YOUR WEBSITE STRATEGY IS THE MOST CRUCIAL PART

Let's look at what your website strategy should cover:

**Your website goals** – Why are you doing it? What are you trying to accomplish? What's your purpose? And make your goals specific e.g., 'Increase sales by 15% during the next financial year'.

**Profile your target audience** – Defining your target audience is a critical element of your website's plan and literally impacts on every other aspect of your website. You need to profile who is your 'Ideal Customer' and then get inside their heads. What makes them tick? Why do they buy from me? What are their frustrations? What is going to compel them to contact me?

**List all questions your visitors may have** – You need to ensure that your visitors can find answers to their questions quickly and easily. They're more likely to convert into leads if you structure your content effectively so don't let them leave due to frustration because they can't find the answers they're looking for.

**Your key points of difference** – A point of difference is exactly what it sounds like– it is something that makes you different from your competition (and it also has to be something your customers actually want). What is it that you've got that your competitors don't? If you can find or create your unique point of difference, and then communicate that clearly on your home page in a way that emotionally connects with your prospects, you could instantly have leads flooding your inbox.

Something for everyone.



# AND FINALLY... YOUR WEBSITE STRATEGY IS THE MOST CRUCIAL PART

**Your 'calls to action'** – What do you want your users to do? List all possible calls to action as part of your strategy so when it comes time to creating your content you have your strategies for lead generation right in front of you. Use a clear 'call to action' on your home page, at the end of every page and throughout your copy on your website. You want to build trust and rapport but you also need to tell them exactly what you want them to do.

**Your competitor assessment** – You've previously taken a look at some of your competitors to see what makes you different from them but now its time to study their online presence closer. Pay close attention to their "calls to action" as this can help you with ideas for your own. The purpose of this exercise is not to copy what they've done – they may have a completely different target audience to you and you could end up looking like a follower. You're simply conducting research on how they communicate and present themselves online.

**Outline your content** – To help organise your thoughts, it's often helpful to make an outline of all the content that you plan to include on your website. At this step, you definitely want to refer back to your Visitor Questions to ensure you've covered off everything your visitors might need answers to.

Something for everyone.



# AND FINALLY... YOUR WEBSITE STRATEGY IS THE MOST CRUCIAL PART

**Organise your page structure** - Now that you know what content you want to include, it's time to create your website structure. First, you need to group and organise all the content you listed in the previous step. For example, your 'About Us' page might contain other pages like 'Our Approach', 'Company History', 'Awards', 'Key Personnel', 'Testimonials' or 'Press Releases'.

A well organised website is one that makes it easy and intuitive for visitors to find what they want. The easier it is to use, the longer users will stay on your website, and the more they'll see of it.

If you put the time and effort into your web strategy, you'll be guaranteed to be one huge step closer to a money-making website. Not to mention having saved yourself thousands of dollars in the process.

Something for everyone.



# CONCLUSION

**So, has that got you thinking? We sure hope so.**

Yes, having a great website requires some serious leg work in preparation, and you've got to know what questions to ask your developer but other than that it really is easy! Websites are for everyone and it should be just as easy for you to understand your website and have control over it as it is for your customers to visit the site.

And now that the "secrets" of website development aren't so secret anymore, get out there and ask for what you really want and make sure you're getting the best possible long term results from your website.

Something for everyone.





Corporate Design  
& Print Solutions

## ABOUT KWIK KOPY

Kwik Kopy is a leading provider of graphic design, print, web and marketing services. We deliver practical advice, graphic design and advanced online access to provide superior communication products to enhance your business.

Our promise is to deliver the highest standards of excellence in both the quality of our product and service. We can help you maximise your marketing dollar with attention to detail in design, web and print that will ensure you leave a memorable impression with your target audience.

Kwik Kopy has a proven track record creating highly effective solutions across a wide range of business and industry sectors. Our goal is to be the most reliable supply partner you work with.

## OUR SERVICES INCLUDE:

- Graphic Design
- Websites
- Business Card Printing
- Photocopying
- Brochure Printing
- Catalogue Printing
- Digital Colour Printing
- Offset Printing
- Poster & Plan Printing
- Business Stationery Printing
- Account Management

Our team provides a blend of friendly advice together with design, print and digital expertise all aimed at helping you achieve the best results for your business.

## CONTACT US:

If you've got a question, need some help or just want to have a chat, call your local Kwik Kopy Centre

1800 084 267

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