

## Web Consulting

APD can help you develop an effective online presence and enhance your website effectiveness. Whether you are seeking an e-commerce solution or an intranet application, we can assist you in identifying right opportunities, and develop plans to migrate your business processes to online environment, thereby reducing your business operation costs, without costing you an arm and a leg.

We can guide you through all the phases to set you on the right track for achieving and online success:

1. **Assessing** you current business trend
2. **Identifying** new growth opportunities
3. Developing **strategy** to achieve online success
4. **Budgeting** and planning to ensure you wont burn a hole in your pocket
5. **Implementing** an effective website or an intranet solution
6. **Marketing** plan including SEO and Pay-per-click consulting
7. **Tracking** performance of the website, on effectiveness of online marketing efforts
8. Ongoing **corrective** measures to refine website performance



### How to enhance your website effectiveness?

If you already have a website, have you ever wondered how well your website is performing? While there is no magic test that you can take to find a quick answer, but here are some parameters you can use to evaluate if your website is effective, and if it is working for you.

1. **Website Design and Look – Does your website have the right look?** When a visitor arrives on your website, first impressions are important. While your web design doesn't necessarily have to be very flashy and full of exciting material, it must give visitor a sense of comfort and a feeling that they have come to the right place for what they are looking for.

2. **Website Navigation – Does your website provide easy navigation?** It is absolutely necessary for your website to have a structured navigation, which means sufficient links and menu buttons across the site, that allow users to quickly get to the right page by clicking minimum number of links. Having a sitemap on the website is also recommended, which lets the users know of the various pages that are available on the website.
3. **Website Content – Does your website have the right content?** This is the most critical part of your website. Not only it helps to attract more potential customers to your site, it also assists in online marketing efforts including Search Engine Optimization (SEO) to drive higher ranking in unpaid listing among search engines. Therefore make sure your site has the relevant and useful content that helps your user achieve their objectives of being on your website in the first place.
4. **Marketing Friendly – Is your website easily findable on the net?** If you want users to be able to find you on the web through various search tools, it is critical that your website is search engine friendly. Your website should be optimized for search engines and also should be registered with some appropriate key directories.
5. **Website Contacts – Can your website user contact you or your company?** Any website that wants to instill customer trust, it must provide sufficient details on the website for the users to be able to get in touch with the webmaster or website owner. Contact us form, or an enquiry form on your site indicates that you are interested in hearing from your customers/visitors. Providing your company details, including phone numbers or office address, will also make customers feel more comfortable shopping on your website.
6. **Browser Compatibility – Can your website be viewed on most major browsers?** Your website design should be compatible with most major web browsers (such as Internet Explorer, Mozilla Firefox, Netscape, Opera etc). While your website may appear fine on one browser doesn't necessarily mean that it will display same on other browsers as you had intended.
7. **Remembering the users – Do you know your customers?** Does your website make the user experience pleasant and convenient by remembering their details and preferences? If you want the users to visit your website frequently and make regular purchases, you should store their personal details on the site (accessible through secure login). That way they won't have to fill-out the same details every time they make a transaction or contribute to your website. Also, your website should aim to store details of current customer/users or potential customer/users, with their consent, for future marketing purpose.
8. **User satisfaction – Do the users leave happy when finished on your website?** Does it provide appropriate cues, help, and auto e-mails to inform customer of steps to make their customer experience enjoyable and effective. This will also help you avoid those unnecessary e-mails or phone calls from clients, who are unable to find relevant information, or missing information, when they use your website, thereby causing you to spend more time dealing with them off-line.
9. **Tracking – Do you know who is visiting your website?** Does the website provide appropriate tracking mechanism including webstats, and information about visitors and referrers, most popular pages, where they come from, how long they spend on your site, where they go from your site, etc? This information is absolutely essential particularly if you rely on your website for significant part of your business.
10. **Other critical information – Is there sufficient information on the website?** Does your website provide information about various policies, terms and conditions, about the company or website owner(s), to instill trust and confidence in the website.

As you can see, website is effective when both the users and the owners achieve goals for the site. If the site is not working for both – it is most likely that the site is ineffective.

APD can help you identify if your website is working effectively for you and your users. **To find out how we can help you, or for more details, contact us on 1300 795 273, or simply complete the [enquiry form](#).**



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