de Asra

Powering Businesses. Creating Jobs.



WEBSITE DESIGN & DEVELOPMENT

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Need assistance? Reach out to our team

Contact us on : +91 93730 35540

We work from Monday to Friday 10 a.m to 6 p.m

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What is Website?

Website is an online platform dedicated to a particular topic or purpose, ranging from entertainment, product, services and networking. It represents a centrally managed group of web pages, containing text, images and all types of multi-media files. Its main purpose is to display content/offerings for its visitors. Websites can have many functions and can be used in various forms such as personal, corporate, organizational, government website, e-commerce website etc.

A website is a collection of publicly accessible, interlinked 'Web pages' that share a single domain name e.g. www.deasra.in, www.amazon.com etc. This is basically a combination of multiple pages which hold information about your product/service/brand etc. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes. Together, all publicly accessible websites constitute the World Wide Web.

A website is also known as having a web presence for your brand, which means anyone with internet can see all the information about your brand at any point of time and anywhere. Since this is accessible from anywhere across the globe, the visibility of your brand is large unlike your brand visibility created through traditional marketing techniques of newspaper ads, brochures etc. If the business didn't have a website, but only brochures, visiting cards or a vague entry in an online directory, your potential customers would not frequent that business but look for one that could provide the information they needed right away and from the comfort of their own home. This is the reality of living in the twenty-first century: customers find business information and product offerings predominantly on websites, and small businesses without an online presence are left behind.

Benefits of Website Development:

1. It gives an overview of the business activity & people associated with it.
2. It helps in promoting/advertising your business in less expensive manner as compared to traditional media.
3. It is easily accessible (24/7) and increases availability to the widest possible audience.
4. It helps in creating uniqueness and attracting more visitors = more potential leads.
5. Easy to update on timely basis.
6. It helps in creating site visit record and further is easy to communicate with the customers online through sending e-mails or sms.
7. Having a website will be more convenient for your customers and leads. Make it easy for your customers to purchase from you. You can access the progress of your website and view all its pages to make it more effective.

The Process

Following are broad level steps which are required to make a business website

Step 1: Choose and Register Your Small Business Website's Domain Name

First step is to decide what name you'll give your website – for example, www.BusinessName.com. You need to check and see if your business name is available. To find out, enter it into the domain search tool available on the net. If you are taken straight to the registration page, it means that this business name is available, if you see a message that the domain is not available for registration, then you will have to adjust your business name.

Step 2: Choose Which Platform & Host are Right for You

Once you've chosen a domain, the next step is to decide where to host your website. A host is the service that actually stores your website and transmits it to visitors. You can register your domain, host your website, and get a business email address.

Step 3: Select the Website design

You can select the website design from readily available templates or you can choose to

create the design on your own or get the design done from any of the website designer available in the market.

Step 4: Outline Your Website Content

After selection of the platform you are going to use, decide what your website is going to say about your business. Business websites also tend to follow a standard format, using the following four essential pages. As you go through the list, think about the text, images, and content you'll include:

1. **Homepage:** On the homepage, you should include the name of your business, where you're located, and a simplified pitch – a few lines about what makes you unique and/or why customers should choose your business.
2. **Products and Services:** A page with details about the products you sell or services you provide. On the page which you detail products or services, spend one to five sentences describing each type you offer and give the pricing.
3. **About Us:** Provide your company background and include customer testimonials, which helps make your company seem more trustworthy and credible.
4. **Contact Us:** Your address, email, phone number, the hours you are open for business, and links to any social media accounts such as Twitter and Facebook should appear on this page. You should also embed a Google map of your location.

Step 5: Decide on a Logo

The colors, font, and style of your logo will affect the design of your website. This is because you want a consistent theme between your logo and web pages.

Step 6: Design Your Website

After completion of all the above steps required for your small business website ready, you need to put them all together into a nice-looking website.

Tips for the effective website

1. **Have clear navigation:**
   You want people who visit your site to instantly know what your business is about and where to go to learn about your products or services, find pricing, and contact a representative. If your site is not clear, people will get frustrated and exit out.
2. **Use call to action buttons:**
   Implementing buttons with clear actions will immediately attract the user's eye. This helps you to lead the person to take your desired action.
3. **Make sure your site is loading quickly:**
   People are impatient, and if your site takes even a fraction of a second too long to load, people will give up and look elsewhere. Make sure your web host provider, like Bluehost, has fast load times.
4. **Keep it minimal:**
   Avoid to overdo it with the design and definitely don't feel like you need to cover every square inch with information or a design. White space gives clarity. By keeping the look minimal, you can focus attention on the things that you want people to really pay attention to. Keep relevant information and not crowd the website with too much data. The attention span of users is low hence the layout of the content displayed should be kept clean and precise.

Hiring a Professional to Build Your Small Business Website

If you are not equipped to create a website, or if you want a unique design, following are some of the ways to hire an expert.

1. **For Simple website:**
   If you're just looking for a simple website (text, photos, videos, email capture forms, online store, etc.) you should find somebody to design it using freelance websites which provides some readymade templates.
2. **For Advance website:**
   If you want to create an advanced website and aren't happy with any of the templates available, or don't have the skills to customize one, hiring a designer is another option who can either customize the existing templates or can create new designs specific to your requirement.

Deliverables:

1. Handbook of Website Design and Development (for benefited)
2. Ready to use designed Website

Turn Around Time (TAT):

The TAT would be one day. This would include understanding the business requirement from a candidate, explaining the benefits of our applicable services and finalizing the services required by the candidate.

Questionnaire for Website

This basic information will be needed to create your Website.

1. First Name: _____
2. Last Name: _____
3. Mobile Number: _____
4. Email Address: _____
5. Business Name: _____
6. Business Category: _____
7. Product/Service: _____
8. USP: _____
9. Your Designation: _____
10. Brief description of your Business (15-20 words):
    _____
11. Business Address: _____
12. Pin Code: _____
13. Do you need to hire the domain to host the web site?
    _____

Yes / No

14. What kind of website you would like to create?

    ☐ Simple ☐ Advance

15. Would you like to hire the Web designer? _____
    Yes / No

16. Any other help you require from deAsra? _____

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Thank you so much for choosing our checklist!
We genuinely hope it becomes your guiding star on your exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey!

Should you require any further assistance, please feel free to reach out, and we will be delighted to assist you!

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