

## **Cutting to the Chase in Today's Web Frenzy** ***8 Steps to Defining Your Site and Hiring Your Web Developer***

**Cathedral City, CA (October 22, 2009)** — What business do you know that doesn't have a website these days? You simply aren't in business unless you are on the web. Yet, trying to build or update a website can be overwhelming. From flash, video, and home page multi-media to e-commerce, data capture, and social media, the options and decisions can be overwhelming. And, the big question....does it pay? When do you get your Return On Investment or is it just the cost of doing business?

Thetford Web Development, Inc. (TWD) has introduced *8 Steps to Cutting Website Techno-Talk*, a self-help guide for small business. For companies interested in cutting through the frenzy and sales talk, here are the eight basic steps to determining what you need and how to find website help:

1. Define your business model - Do you do business-to-business or business-to-consumer?
2. Define your website purpose - Is it just to validate your business and give people a place to learn more about your company and your services? Or, Is it to sell products and take orders?
3. Determine the type of audience that you want to attract. Do you want people passive lookers or buyers, are they internet literate? Where are they?
4. Research your competition. What and how do they present on their website?
5. Determine what you want the purpose and functionality of your site to be – information, commerce, membership services, client-secure log-in, etc. What interactive functions do you need your site to have?
6. Decide who you will want to make updates and changes to your site. You or your developer?
7. Choose the right website developer for you – What does their portfolio look like? Do they have experience with the type of site you want? How do they service their clients?
8. Check the website developer's references. Do they deliver what they promise? Are they accessible once the site is function? How quickly do they respond?

"Now, put together a summary of your needs along with a corresponding spreadsheet and start asking business colleagues and friends for web developer recommendations" says Stacy Thetford, president of Thetford Web Development. "Many times people just don't know where to start. Or, they were so frustrated by an earlier experience that they dread trying to figure out how to update what they have" she continues.

While daunting, technology can be the difference between success and failure. In today's environment, you aren't in business unless you can be found on the internet – if only for validation.

"There are so many choices, options and alternatives, that it can be confusing" notes Thetford. "We suggest people stick to business basics when trying to explain what they want. The sizzle will come when it's needed. Focusing on real objectives and a straight-forward plan will demonstrate your commitment. This will put you at the head of the line and can get you online quickly."

### **About TWD**

*Thetford Web Development, Inc. is a full service website design and development firm located in the Coachella Valley of Southern California. TWD works from concept to delivery, turning visions into websites that create online solutions that reflect each business's style and operational needs. Thetford provides quality, user-friendly web designs, hallmarked by outstanding customer service, response, and on-going support. For more information about Thetford Web Development, call (760) 902-2842 or visit [www.thetfordwd.com](http://www.thetfordwd.com).*