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IT SHASTRA (INDIA) PVT LTD

## Building Corporate Websites

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## CORPORATE WEBSITE DEVELOPMENT

### Introduction

In today's world, every company needs an effective website that presents a professional image. A company's corporate website must be distinctive, aesthetically pleasing, with intuitive navigation, well organized, informative and strategically built. It should capture the feel of the company, its purpose and be functional, client-centric and facilitate to reflect your business. Websites are the key communication tools that need constant management. Building the corporate website right will give you a significant competitive advantage and allow your Web strategy to become more effective over the long term.

Visitors get the first impression of a company through the company website, so it should focus on instilling confidence and trust and present consistent messages to customers. A badly designed website will make your potential customers have doubts about your standing, stature and trustworthiness. In simple words, web design is all about conveying information to the users in the most direct, clean and usable manner, and assist in generating leads. Some key aspects to be following while building a corporate website viz.

- Design, Usability and Accessibility
- Facilitating Business
- Functional, Secure & Social
- Additional Features

## Design, Usability and Accessibility

- A corporate website should be very easy to navigate for novice and advanced users. Crucial Business Information should be available upfront. And important info should be put on multiple pages with clearly label links, and the sites should look organized.
- Corporate website should have Professional design, and it should not too busy or complicated. The first thing a viewer sees is the "design" and the site should reassure the visitor that he dealing with a professional business.
- The content on your web pages determines the quality of website. Makes sure that the content on site holds value for your visitors. The website content and design should be planned and prioritized to make visitors focus on areas which the company wants them to click or read. Too much content on the website is not advisable.
- Responsive Website design is a front-end development technique that delivers website content to different devices in a manner that is optimized for the screen width of the device. Key to this approach is that a website's visual appearance/layout can be tailored to each device, without the need for separate "mobile" versions.
- A Call to Action drives your site to the next level. Place actionable links and images in eye catchy manner so that your visitors click them.
- The speeding up a web site in terms of various elements like image size, css, js, file, etc will improve user experience and SEO.
- Website Text needs to be readable and big enough and in contrast color to its background for your target audience to read easily. Headers and sub headers need to introduce and break up the text flow.
- A Corporate website should be Searchable with built-in keyword-driven search engine. Give your clients what they want by providing a search option throughout the site.
- Website should be completely Search Engine Friendly and optimized for high ranking. The easiest way to ensure that the words and phrases you display to your visitors are visible to search engines is to place it in the HTML text on the page.
- If the company is multi-location, then the website can be multi-lingual with multi-currency.

- Contact us / Help Desk should be upfront to enable customers to contact you for support or send enquiries regarding your product or services.
- A well-structured FAQ page provides valuable answers to your customer's queries.

## Facilitating Business

- Corporate websites must have Tag Line, reflecting the business and forte of company.
- Companies should be able to generate Leads and Revenue through their website.
- Corporate website should be able to self-market the business, and should be able to make positive difference to your business.
- The corporate website should be able to create awareness and loyalty to visitors and should be a resource to your customers.
- Website should be completely Search Engine Friendly and optimized for high ranking.
- If you want your site to be a place where you can build relationships with your customers, then the site should be structured accordingly.
- Credibility is the key to doing business online, so the website should look trust worthy.
- Portray the website to mark the company's Global Presence.
- Customers should get educated with the corporate products, related information, etc.
- Use can use interactive mechanisms on your website to run surveys and get feedback on your quality of service or general customer satisfaction, thus improving your business.
- A career page is important for a corporate website to update latest openings
- Add analytics on your website to track visitor behavior, count and website trends.

## Functional, Secure & Social

- An ideal corporate website should have content management system to manage contents. It should be easy to update with fresh look and contents periodically.
- Website security is an important aspect and should not be overlooked and should never be compromised.

- With search engine optimization constantly changing and social media continuing to become a large part of marketing, it's important to build a social corporate web presence on your website so that you are positioned for better rankings, more social activity and potential leads.
- Use of Share Buttons to Spread Content, Featuring Social Links on Homepage, Embedding Videos Using YouTube Player, Installing a Floating Social Bar, and Streaming Social Updates are some of the effective ways to improve social media presence via corporate website.
- If you're selling anything online, you need to put some effort into securing your site with an SSL certificate. Display of seals instills trust in a visitor.
- The website page names should be relevant to the page contents.
- The corporate website should have cross linking and validate to check no links are broken.
- Newsletter subscription and mailing lists for updating customers with latest news / products release and events.
- There should be Public and Private landing pages for marketing campaigns.

### Additional Features

- If the corporate sites offer events, webinars, etc., then an Events Calendar to announce classes, training, etc. will be quite helpful on the home page.
- If the company is a distributor, then adding Locator to find nearby retailers, distributors, reps, branches by city or zip code.
- If the corporate website built contains ecommerce, then a Shopping Cart link will help customers purchase products online.
- In case of an insurance, mortgage, health product sites, adding relevant tools like calculators will help visitors to calculate their expenses and/or savings, etc.
- There can be downloadable resources like brochure, manuals, case study, logos or forms.