

GARNERSOLUTIONS, LLC

Applications for the web



A business website is the entry point for prospects searching for your products or services.

The key question is: **Will they come in?**

Steps 2 follow:

1

Simplicity is more important than artistry. Make graphics reinforce the navigation of the site. If your prospect gets lost, they will turn and leave.

2

Be clear in what you offer. If you are selling, make sure the users shopping experience is the primary focus.

Most readers judge a book by its cover. So how does your website stack up to the competition? With hundreds if not thousands of options for each search result – your site needs to entice the customer from the moment they lay eyes on it.

If you sell stuff, make it easy to see the types of items you sell. If you provide services, make it clear that you offer superior expertise. If you compete on cost, quality or timeliness – bring these attributes to the forefront of your home page.



The more complex a website, the more important it is to offer a vantage point.

Where are we?

The simpler a website, the better. A user needs to have a sense of progress when they are navigating your site. How far have they come, how far do they have to go, and what have they accomplished in their visit so far?

For a shopping site, it is a running total of items and dollars in their cart. For a tax preparation site, it is the total refund or payment due.

Leave the customer in the dark and they may start to believe their effort is not worth their time – or even worse, think your site may not be working correctly.

A sense of perspective for their place in the process will always help to drive users onward.

Nobody intends to build a site that confuses the user. Nor do directors set out to make a bad movie, an investor a poorly performing portfolio or chefs a bland meal.

Ultimately it is expertise that makes a winner; that finds opportunity in

obscurity; that creates something of value for the customer.

At GARNERSOLUTIONS, we have more than web programming expertise. We have a keen understanding of marketing, business process improvement, and even a healthy dose of entrepreneurial spirit.

We develop better solutions for our clients because we do a better job of understanding their needs.

Please contact us:

GARNERSOLUTIONS, LLC

2826 E. Voltaire Ave.

Phoenix, AZ 85032

Ph 602.441.4557

Fx 623.321.6235

info@GARNER123.com

www.GARNERSOLUTIONS.com

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