

## Top 10 Tips – Setting up a company website

Supplied by: Softscript Limited



1. When buying your domain name, ensure that you have access to its control panel. This will allow you to renew, park or amend details without being tied into a specific web development company.
2. Check that programming technologies used are standard. Many websites are based on open source content management systems or open source programming platforms which can be maintained by many different web companies. Others can be highly customised and can only be managed by specific developers.
3. Ensure that your hosting is well supported. If you use a content management system, you may at some point need to have backups made available to you.
4. PHP and MySQL will generally be cheaper to host. Microsoft SQL Server and ASP.Net require Windows hosting and can be more costly due to licensing.
5. Ask for wireframes. Whether websites or software, wireframes will help give a clear understanding with how a site or software will work. Wireframes will show you how a user would experience a website or software.
6. Take time over any software or website specifications and ensure in your own mind that your developers understand all of your requirements. This will help ensure that you receive the correct software on delivery.
7. If you require software development, consider whether you want to own the source code prior to development going ahead. In many cases, the final program will be delivered to you without access to the source code. It is easier to make arrangements to own the source code at the start of a project rather than years later when you really need it.
8. When developing your website, create a Google Analytics account and ask the developers to put the code into the website. A very small job will enable you to see the traffic on your site.
9. When considering SEO, determine prior to go ahead the schedule of works and the expectation of optimisation. A comprehensive optimisation plan should show you that activities are well thought out and a strategy is in place to optimise. Provide competitor sites to your SEO supplier as a benchmark.
10. Consider whether you want to own copyright. If you do, this means that you can ask anybody to develop the code as you wish rather than being tied in to the developer who wrote it in the first place.

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