

# SYSTEMS ENGINEERING (CONSULTANTS LTD)

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In 2012 Systems Engineering began with its exceptional Web-Site Concept. First sites are already on the web.

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Questions and Answers to Web-Sites.

#### A NEW WEB-SITE CONCEPT

## Web-Sites for Professionals

### • I don't need a Web-Site

It would seem there still are people who believe they don't need a Web-Site. But in truth only private individuals and pensioners are the only ones who don't need one. Of course there are people who still haven't realised that the Web has replaced the good old telephone book and yellow pages..

### • The Telephone Book has retired

Almost no-one looks in a telephone book when he is looking for a Doctor, a Lawyer, a Dentist, a Physiotherapist or a Specialist-Tradesman. Today we google. Those who don't believe this are just damaging themselves. Hardly any business can rely solely on word-to-mouth advertising in order to survive.

### • Inexpensive

By using highly efficient tools and a whole series of templates, Systems can offer high quality affordable solutions in a short time .

### • Jack of all Trades

Even though the homepage craze of the last decade is past, there are still people who believe they should save money by building their own site. Usually they take some design tool, hoping to be able to generate something cheap (if possible for nothing) and useable in a short time. But they forget, that there is more to a good web presentation than a few lines of text and a couple of home shot or downloaded images. A provider is required, a method of uploading the data to the server, domain registration, and, and and...

### • The Neighbours Son ...

is unfortunately just symbolic for an entire row of well-meaning, cheap and usually unqualified web-designers. But Brother-in-Law, Son-in-Law, Nephew or Grandson all have one thing in common. The time will come when

they are not interested or just happen not to have time!

And when they do feel like doing something, it is probably not at the time you need them. How long are you prepared to wait to post your "we are closed for holidays" message?

There are plenty of reasons for not going to a well meaning amateur. What serious businessman let's his neighbours son complete his tax-returns? Not much different really. After all your Site is your modern Business-Card.

### • Updates Inclusive

Probably the most important aspect of System's concept is the almost automatic updating. Almost everybody needs to keep their clients up to date. Opening times change, a new Team or personnel, Holiday stand-ins etc. The offer includes one hour of updates every month.

### • No expensive Graphics or complicated extravagant Animations.

Many of the very best and most successful web-sites are extremely simple. Just take Google, Apple or even Microsoft as examples. You won't find huge complex graphics and you will almost certainly not find any Flash. The major problem with Flash is that you annoy your site visitors regularly when their browser demands the next of a never ending series of plugin updates.

Added to this you can put people off, particularly on mobile devices because the time to retrieve your site will always be longer than using plain text and simple graphics. The cost of having Flash films and Animations also leads to sites not being updated regularly as the need arises. They get boring.

Put is another way: Do your visitors have watch a short film before you let them in?

# Q&A

## Questions and Answers to Web-Sites

***I need to change my Web-Site regularly to show Holidays and Stand-in Information. What do I need to do? Is it complicated?***

No it is not at all complicated. All you need to do is call or send Systems an email and give them info and the the web-site will be updated with whatever info is necessary. That is why they include an hour of updating each month in their offer.

***How much does the one-off site building cost before my site goes online?***

A standard site - with 7 pages - such as those in the templates costs £400.00. This includes creating the layout, editing the texts and including any graphics and logos.

***What are the 7 standard pages?***

1. Homepage: The front page contains the most important information at a glance so that visitors don't need to go to any other pages for basic information. Who you are, what you do, your contact number and email and if relevant your business hours.
2. Your Team: Your Team/Personnel with Name, Photo, extension and business area.
3. How to find you: Normally we include either a static Google or Mapquest map which loads quickly even on mobile devices. However interactive maps can be included.
4. Services: What you offer in particular specialities.
5. Partner/Cooperations/Business hours: Depending on your type of business.
6. Contact: All the important contact information, telephone numbers, fax, emails etc.
7. Legal and Commercial information

***What happens if I want more than 7 pages?***

In general the templates are based on the 7 page layout. However some of the templates do have more pages (such as dentist) and there is no extra charge.

***Most of my clients use smartphones and tablets nowadays. Will my site be readable on these devices?***

All our web-site designs are built so that they are well readable on mobile devices such as iPhone, iPad and other mobiles. The first page is always built so that it is entirely visible without scrolling on a smartphone.

***I would like to have photos of my business and staff. How do I do that?***

Just send your digital photos with any editing cropping wishes by email and they will be integrated as required. Usually, during normal working hours Graphics and text can be replaced the same day as received.

***I don't want my Site to look like all the others. Can I change the templates?***

Certainly. Changes to colours, fonts and sizes are usually no problem and there will be no extra charge. Also any text based links on the pages can be styled as required. In general the layout can also be changed within reason. So your web-site will certainly have an individual character.

***How fast can I have a web-site?***

Most sites can be designed implemented and be on the web within a fortnight.

***What are the monthly costs and what is included?***

A standard web-site on one of our servers costs £30.00 per month payable in advance. This includes the domain registration fees. If you wish to register your domain yourself this is no problem. Included in the monthly fee is up to a maximum of one hours maintenance and changes. This time is not accruable.

***Can I also sell goods from my site?***

You can use your site to advertise anything legal you want to sell. However the web-sites are not designed to be used as shops with internet payments etc.

***Can I choose the name of my site? How do I have to register it?***

Web-Site names are referred to as domain names. If possible the name you choose should be short, easy to remember and easy to type. Unfortunately many of the good names are already reserved or cost exorbitant amounts. When you reserve a name, it is worth considering reserving additional domain identities such as com, net, .org and so on. Additional names cost between 10 and 15 US\$ per year.