

MEDIA INFORMATION

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Looks aren't everything

There is more to designing a good web site than just the 'look' of it, according to Brendon Sinclair, Director of Tailored Consulting. "While the look of a site is important, there are many other factors that are equally if not more imperative to the success of a web site," said Mr Sinclair.

"The vast majority of businesses with web sites we review have not developed a strategic plan for integrating the web component in with the rest of their business. They are missing a great opportunity to access new markets, new distribution avenues and new sales areas," he said

"While designers focus on making a site look pretty, we focus on making sure a site attracts plenty of visitors, and makes plenty of sales or inquiries," said Mr Sinclair. Navigation, content, load time, and search engine optimisation are just a few of the things that make a good web site and are all elements that Tailored Consulting take into consideration when designing web sites for their clients.

Tailored Consulting is considered one of Queensland's premier marketing and web development firms on the Gold Coast. Tailored Consulting designs, develops and markets web sites for a variety of clients including RACQ CareFlight Queensland, the Gold Coast Airport Marathon, and some of the Gold Coast's best resorts.

"We have turned web sites from receiving 200 visitors a year to over 200 visitors per day," said Mr Sinclair. "We know what we are doing."

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