

The 'online age'

Times are undeniably tough and businesses are looking for a much-needed edge to survive. Recent research shows that lower prices aren't necessarily the answer and may end up doing more harm than good. Customer service, on the other hand, is a great way to distinguish your business from your competitors'. Understandably service levels are improving worldwide during this period of hardship.

This together with the fact that the web's providing a platform for success - Woolies is coming back as an e-commerce only proposition - means the online user experience is now more important than ever to stand out in a harsh landscape. But can you create a good user experience (UX) without breaking the bank? Let's look at some user experience 'wise buys' to be had in today's cash-strapped economy.

bitDEV can create a solution like this for your company, any size, any platform. Our developers can create XML, ASP, PHP, Flash, ActionScript, Joomla! Pages and online portals that include Sharepoint functions, SQL databases and myPHP content. We offer economical hosting solutions and domain packages to ensure 100% uptime, user customization and dedicated support for all websites, databases and mail servers.

Your Audience and Goals

Who's coming to your site? This may sound simple but it's surprising how many organizations aren't aware of this information. Run an online survey on your site to find out more about who your customers actually are. This can then be broken down into a clearer segmentation to give you a basic view of your audience.

Also find out why people are visiting your site. What are they looking for or hoping to achieve? Only by discovering their needs can you check if the site meets them. And if it doesn't, you're armed with this valuable data to direct your efforts in ensuring customer needs are fulfilled.

Navigation and Search

Browsing and searching are the 2 main ways of accessing information on a website. The online population is split 50:50 in terms of preference for one or the other so both need equal attention and care. How are your search and navigation faring? It might be time for some usability testing to check on the status quo.

When considering your navigation, think about how your content's structured and classified. Is it meaningful to your users or is it mired in internal intricacies? Card sorting is the technique to create a user-centered navigation. This doesn't have to be an expensive exercise requiring a huge investment. Automated tools that minimize the facilitation required and extend the reach can help keep the costs down.

**** web presence**

Written by Administrator

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Ensure your site search is clearly identifiable, consistently placed in the top right and forgiving of common typing errors. Are your search results presented in a logical manner? The value of a good back-end search can't be underestimated as web users now expect the efficacy of Google wherever they encounter search.

Hosting for Email and Websites

We utilise infrastructure and hosts of the utmost quality to ensure 99.99% uptime for your hosted domain and website and 100% mail server uptime. All our packages include Spam Filters, Anti-Virus, UNLIMITED TRAFFIC AND BANDWIDTH, mailboxes, PHP and Formmail support, mySQL Support. We can offer you a stand-alone email server solution with a reserved domain name.

Which domain name extensions are available? You have the choice of registering a .co.za, .com, .net, .org, .info, za.net, za.org, .org.za, .co.uk, .org.uk or a .biz domain name.

Do you register the domain name, in the owners' name? Yes.

How long does it take to register a .co.za domain name? A .co.za domain name is usually registered within an hour and then takes about 8 - 24 hours to propagate around the world.

How do I pay for my hosting? The charges applicable to your account will be deducted via debit order. The first debit order deduction will include a pro-rata fee (if applicable) one month's hosting fees and the domain name registration costs (if applicable).

Pricing

All hosting packages includes a monthly hosting fee, please contact us for the latest pricing. Registration of domain names & first year admin fees

- .co.za R50.00 + admin fee
- .com R150.00 + admin fee
- .net R150.00 + admin fee
- .org R150.00 + admin fee

Please contact us for further information or if you would like to apply for a design, publish and host quotation.