

# The Juice on Choosing a Website



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Ebook Author

# The Juice on Choosing a Website

## BLUE FRUIT DIGITAL

### The Juice on important things to consider before developing a website.

A man called Tony goes into to a car yard to buy a car.

Salesman: Can I help you?

Tony: I want to buy a car?

Salesman: What sort of car are you looking for sir?

Tony: A red one and don't call me sir.

Salesman: Any particular type of red car?

Tony: Yes, a shiny red one.

Salesman: The only red car we have in the yard is that second hand Mini over there, its been well looked after and its very shiny.

Tony: I'll take it.

A week later Tony is at the petrol station trying to refuel the Mini but can't get the fuel cap off. So he rings the caryard and speaks to the salesman.

Tony: Dude, I can't get the fuel cap off, what's the secret?

Salesman: I'm sorry Tony, but that something we need to do and there is a \$50 call out fee.

Tony: Your kidding me? Well I'm stuck here now so you better come to help out.

The following week Tony goes back to the car yard to speak to the salesman.

Tony: This Mini is no good, I have a family I need to take on trips.

Salesman: Well we could retro fit a station wagon rear end to the mini, so that your family can fit it, but there will be a cost to that.

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Tony: Go ahead, you have me over a barrel, and I need to transport my family.

One week after the retro fitting of the additional seating capacity to the Mini Tony is back at the car yard.

Tony: Now I can fit my family in the Mini, but the engine isn't powerful enough to drive the Mini full of people.

Salesman: We'll need to upgrade the engine.....

The moral of this story is be clear about how you will use your car before you invest in something that's not fit for purpose. Website's are just the same. Too many people focus on the look and design of a website before they consider choosing a website platform that is fit for purpose.

## **Important things to consider before developing a website.**

Let's start at the most fundamental of foundations. What are and work our way up.

What business sector are you in? Are you in tourism, retail or government services?

How do you make your money? Do you sell goods or services?

Will you be looking to sell those goods or services online?

Do you need to grow your customer base?

Who are you customers? Where do they live and what are their habits?

Will your website need to change over time to meet your changing business needs?

Will you need to update the information on your website often? Does your organisation have a dedicated IT specialist to manage your website or will this be done by a non-specialist?

Once you have answered these questions you can make decisions about which platform will best suit your needs. If you are an online seller with lots of items and high volumes, then Big Commerce or Shopify may suit your needs. If you are just looking to have online presence with little change to the content, then a simple WordPress site might best meet your needs. However, if you are looking to grow your customer base, selling specific services or have a growing business, then you will need to look for a far more flexible platform upon which a custom designed site can be hosted.

One important question you should always ask is how easy the content management system will be? Will you be able to update key information on your website, or will you be like Tony and have to call the car yard every-time you need to take the fuel cap off?

# Don't buy a Red Mini!

At Blue Fruit Digital we invest time in identifying your goals and matching them to the right platform. Only then do we consider what colour it might be.

[Learn more](#)

