



6 Things To Consider When Building a New Website

They say a diamond is forever, but unfortunately, the same thing can't be said about your chamber's website. Simply having a website for your chamber isn't enough in today's technological world. You need a well-designed, easily navigable, engaging website that showcases your brand. If your chamber's website makes visitors think "retro", it's time for a website facelift. But where to begin? Here are the top 6 things your chamber should keep in mind when building a new website.

1. **Modern Appearance**—One of the easiest ways to impress website visitors and build a strong first impression is with a professional website featuring a clean modern appearance. It is important your new website incorporates the latest styles and trends to make your chamber appear vibrant and active. Find the design team that will work with your chamber to design the website of your dreams on a budget you can afford. Ask for samples of their work to ensure your chamber's new website won't become quickly outdated.
2. **Website Integration**—Stop puzzling over how to connect your website with your database. Your website and database should fit together seamlessly like puzzle pieces. The simplest solution is to purchase a website/database package in which the two pieces are designed to work together. A website fully integrated with your database allows you to easily include your data on all pages throughout your new website. Best of all, changes made in one place are immediately visible in the other, saving you the time of having to update the same information in two places.
3. **Maintainable**—Managing your chamber's website shouldn't be overly complicated or require professional help with content updates. You should be able to easily manage your entire website from one place. Most websites on the internet today are powered by the WordPress content management system which allows quick updates to the website as needed. WordPress is easy-to-use and flexible for just about anything. With a WordPress website, anyone at your chamber will be able to update and maintain content on your new website without advanced training.

Questions? Request Additional Information?

Contact us today at 972-233-1299 or send us an [email](#).

6 Things To Consider When Building a New Website

Continued from page 1...

4. Customizable—Your chamber’s website makes a powerful statement about your chamber’s personality and brand. Your chamber should be allowed to personalize, mix-and-match, and completely customize the website to communicate your chamber’s unique personality to website visitors. Hire the website designer that works hard to get each detail of your website perfect and provides you an unlimited number of proofs along the way to make sure all your ideas are incorporated. It is after all, YOUR website.

5. Mobile Responsive—With the staggering growth of mobile device usage, it is essential that your chamber’s website is mobile responsive, so visitors can easily browse and find information from all types of devices. A website that provides a good user experience on any viewing device translates into a universal positive perception of your chamber and ensures more return visits to your website.

6. Search Engine Optimized—Make your chamber’s website visible with good SEO. Search engine optimized websites generate more traffic which increase advertising and sponsorship sales, bring in new customers, increase inquiries, and generate greater visibility for your chamber. A smart website designer will incorporate the best practices when building your website to help drive more Web traffic your way. Be sure they fully optimize your website for the content and keywords that make your chamber stand out among the other search results. SEO puts your chamber’s website on top.

If your new website incorporates these 6 items, your chamber will be proud to show off your new look! [Contact us](#) at Chamber Data Systems, to learn more about our [Website Design & Hosting](#) services. We guarantee you’ll love your new look!



Questions? Request Additional Information?

Contact us today at 972-233-1299 or send us an [email](#).