

Huberius Web Solutions Explained

When choosing a Huberius Web Solution carefully consider how much of what is needed for the Web site you already have, how much you have no problem providing within timeframe you select, and how much help do you really need from us. This is what we mean:

Point One:

When you decide to open your business on the Internet, you have to "move into" a new space. Knowing whether you need an office, a retail store, a warehouse, or a combination space, is the first step. The next step is figuring out how many rooms you need, how they should communicate with each other, and what "tenant improvements" you require to be successful online. If you do not have IT professional on staff this task might seem difficult. In fact all you need to provide us with is a detailed explanation of your own business, your goals and expectations. Once we understand that we will build the site architecture for and with you.

Point Two:

How about content? Once you have your online business space, do you also have the furniture and equipment that goes in it? If you do -- have the text and the photos that you want to appear on your Web pages, or are confident that you can develop them in due time, the deployment time will be shorter. If you don't have Web content and do not know what to write on your pages, or are not comfortable writing marketing copy, an investment into our (or someone else's) copywriting services will be in order.

Point Three:

Let's talk about design. The most common misconception is that design is a fluid modifiable picture, where elements can easily be moved around and changed. Not so. A design is like a painting: once the oil dries on the canvas, that's pretty much it. If you commission a painter to paint you on horseback, you cannot have him take the horse out of the painting at a later date. Your only option is to commission another painting; otherwise, the horse stays. This is a very important point to understand, especially if you already have a Web site and are thinking about remodeling it.