

June 19, 2015

Unique Situation: Website Attention

The Situation:

You are in the process of designing a website for your business. You have looked at several websites for inspiration and ideas, but now you realize you have no idea how to actually go about creating an effective one. In fact, up to this point, you have been operating on assumptions and personal preferences about what makes a good website.

The Question:

How do you know if your website is effective?

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

