Clarke Design prides itself in the quality of our web site design. We believe that in the vastness of the Internet and with such diversity and competition, it is the detail of your web site that makes the difference. An online visitor will make a first impression judgement in a matter of seconds and if that impression is poor there are plenty of other web sites waiting to be visited.

This FREE web site review is intended to help you develop that first impression, to eliminate some of the most common web site issues and to help you create a truly stunning first impression.

Your Web Site

Company Name: Premier French Property

Web Site: www.premierfrenchproperty.com

First Impressions

Outstanding. What a superb looking website. The site has a superb look and feel to. Well laid out, clean and tidy using the latest style.

The search bar is by far the most important item on this site and it is clear, bold and so easy to use.

The layout is very well considered, the links easy and intuitive. The colour scheme works well and is very easy on the eye.

Searching for Property

Searches work well, the results are well presented and sortable. The detail pages are excellent, quick loading and very easy to read with lots of useful information.

Other considerations

Not quite sure why someone should register. Maybe spell this out a little more, so that people know what benefits they will get from registering an account with you.

Contact information

One of the main purposes of a web site is as a 24/7 marketing tool. Would you place an advert in a newspaper and not tell your readers how to get in touch?

You need to give your visitors every conceivable manner to get in touch; email, telephone, mobile, fax, post, form…

- Give them a choice not an excuse.
- You have no telephone number on this site. One of the top reasons reason people do not like a website is because there is no telephone number on it. People like to talk to people !
- There is also no address. This does raise the questions as to where you are. Are you in France or England ??

We strongly suggest that you put some address and telephone contact details on your website so that people can get in touch.