



### Before redesign

The screen shot shows Rafeedie's Catering & Events ([www.rafeediescatering.com](http://www.rafeediescatering.com)) before the site received a sweeping facelift. In all, the presentation might be summed up as being somewhat bland or unadorned, offsetting what otherwise amounts to a splendid set of offerings from this company.

## tips for creating a website that works for you

It's been quite a long time since I've encountered a poorly designed print brochure, but websites are an entirely different animal.

We've all seen them: ugly backgrounds, clunky navigation, broken links. Here are a few basics to consider when developing or redesigning your website.

1) Keep it simple: It's sometimes very tempting to open up shop and let visitors see everything you want to sell right there in the doorway, but information overload can become overwhelming, add confusion and prevent people from navigating your site properly.

Streamline your navigation into intuitive master categories and let

dropdown menus and internal page links do the rest.

2) First impressions count: Consider your website to be an electronic business card beaming itself to everyone in your community. Your professionalism and quality of presentation can make the difference between an enthusiastic phone call or a quickly forgotten web visit.

When putting together a website, balance the need for extended informational content against the cost of a quality design. You can always add information over time, but if your shell design looks primitive or amateurish, potential customers might think the same of your services.

3) Keep 'em coming: When tied in properly with traditional print advertising, a website can add an easy, accessible and rewarding dimension to customer service.

Keep your website up-to-date with seasonal offerings, customer testimonials, service announcements and the like. Repeat visitors especially will appreciate the extra effort.

*Jeffrey C. Dircken is director of development for Integrated MediaWorks ([www.imwinc.com](http://www.imwinc.com)), a national provider of website development and design services for businesses.*



*"Your exquisite food & impeccable service made our Annual Benefactor Appreciation Affair a smash hit!"*

- Mark Hughes  
Robert Woodruff Arts Center

**Corporate Services**

**Social Catering**

**Cuisine to Go**

**Testimonials**

**Contact Us**

**More Info**

*Good Taste is More than Food*

Rafeedie's Catering and Events brings exceptional planning expertise, as well as superior catering to any event – weddings, anniversaries, birthdays, church or civic functions, charity galas... the list is endless. Whether you are hosting an intimate backyard affair, or a huge gala, count on Rafeedie's to arrange an event that is unmatched in quality, style, value and service.

We will help you select a location, design your menu, and book well-chosen entertainment based on your needs and desires. We will set up the decorations, provide the furnishings, prepare and serve the food – even arrange for your transportation. And every task will be carried out with strict attention to detail... all items will be handled with finesse and artistry.



Rafeedie's would welcome the opportunity to assist you in serving and delighting your guests. Please [contact us](#) before planning your next affair.

Our care and flair will make your event memorable!

**Rafeedie's**  
Catering & Events

1099 Hemphill Avenue, Suite A • Atlanta, Georgia 30318

## After redesign

The revision neatly organizes Rafeedie's three major services – Corporate Catering, Social Catering, and Cuisine to Go – while still externalizing their vital Contact and Testimonials links for quick and easy access. The layout is now much more user-friendly and better reflects the higher standards of presentation for which Rafeedie's is famous. **CS**

# after

**WWW.CATERERSWAREHOUSE.COM**

**CATERER'S**

**WAREHOUSE**

**NO MINIMUMS**

LIGHT UP YOUR TABLETOP WITH BEAUTIFUL PIECES AT INCREDIBLE PRICES! VISIT THE NEW [CATERERSWAREHOUSE.COM](#)

**ORDER: 1-800-858-4255**  
PHONE: 1 508 892 9618 FAX: 1 508 892 9745



**Grills to Go® The Perfect Line-Up**

**9 Models**

**Towable**

**Gas**

**Wood**

Grills to Go® has all new products and the same standard of excellence. For any occasion. For any type of business Grills to Go® has a barbecue system to fit your unique need.

**Wood Towable**

- Up to 30 sq.ft. grilling surface
- 3 sizes available

**Gas Towable**

- Three Burner Grills
- 10 sq.ft. grilling surface

**Super Q™**

- 5 sizes available

**Royale™**

- Stainless Steel rosewood

**Suitcase Grill™**

- Folds - cooktop, grill or griddle

**Patio Grill™**

- Portable
- Cast Iron Burners

**Tender Q™**

- Smokes and Tenderizes

**Mister Q™**

- 3 position grill

**Park BBQ™**

- Vandal Resistant
- Stay Cool handles

Plus all the accessories you need!

**GRILLS TO GO**

Phone 559 645 8089 1 877-Towable (1 877 669 2253) [www.grillstogo.com](#)

