

Why you should hire the professionals

So many people spend a lot of time and money on a website - only to find that it doesn't live up to expectations. Perhaps the site traffic is way less than they imagined, or the site does not deliver much to their business. Or, worse still, the new website is never actually finished.

3 top tips for avoiding a website disaster:

It's not the kid's fault, but...

So your friend knows a friend who has a kid who is a total wizard with computers. And, of course, he's cheap as chips. While this youngster might indeed be good at web design he will not necessarily know about good website business, or indeed about marketing. Then, just when you need something updated you find the genius has headed off to college or is out with his mates – so he's unavailable to attend to your site. In short, don't go there.

DIY anyone? ...

Too many people believe that web design is simply a case of finding a template and paying for cheap hosting. Yes, this is a possibility but would you do the household plumbing yourself? Or your accounts? Or fix the electrics? No, of course you wouldn't. If you want a professional job then employ a professional to do it. You might be able to create your own site but how long will this take and how good will it look in the end?

And the same with the content ...

So you did employ a professional designer but then you wrote the copy yourself. This is a mistake that too many people make. There is a completely different method of writing for websites. You could have a site that looks the best but if the content is not search engine and user friendly, then you might as well forget keeping anyone on the site for long ...

So, you now know what you need to do to create a great website that will help your business.

Get a free, no-obligation quick quote from the contact page, or call me on 01723 354882.

I look forward to hearing from you.

