

Building a website

Building a website is easy, anyone with a PC can do it. Even school children can now build their own websites. The problem is that business website design cannot be done by school children. A website is not just what you see on the screen in front of you. Professional business website design involves many complex unseen techniques to ensure that your business is portrayed as you would like it to be.

You must also ensure that your website:

- Looks professional and projects your business image to prospective customers. In a lot of cases your website is the first impression of your business.
- Is designed using methods that are friendly to the search engines and you are using the correct keywords in the meta tags and meta description.
- Uses strong, significant images to illustrate your services or products
- Is permanently online and loads quickly to encourage people to stay on the site
- Has a simple navigation system so that users can find what they are looking for quickly and easily
- Has no features that will get you banned from the search engines.

The success of many businesses is now based on their websites and it is by far the cheapest way to advertise your services. On the other hand, if you get it wrong it can be extremely harmful.

You will find many companies on the Internet who will give you a "website" for under £300. These will probably look OK. They may even look quite professional, but they will not bring you any business. These cheap options are template sites where your copy is simply pasted into a template page.

No consultancy or advice is offered and nothing is done to ensure that your business gets found on the search engines or even to ensure that your site is included in the search engines.

At [Scarborough Website Design](#) you get a full, personal consultancy service to ensure that your site is properly specified and that it includes the information that your clients need. You can also have free, ongoing advice and we will work with you to ensure that your site provides you with a full return on your investment.



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