

A GUIDE TO

Why you shouldn't build a DIY website



Why do you need a professionally built website?

So, what's wrong with a DIY masterpiece?

The motivation behind many DIY websites normally boils down to cost, but the reality is taking on the project yourself could actually end up costing you your reputation and money in the long run.

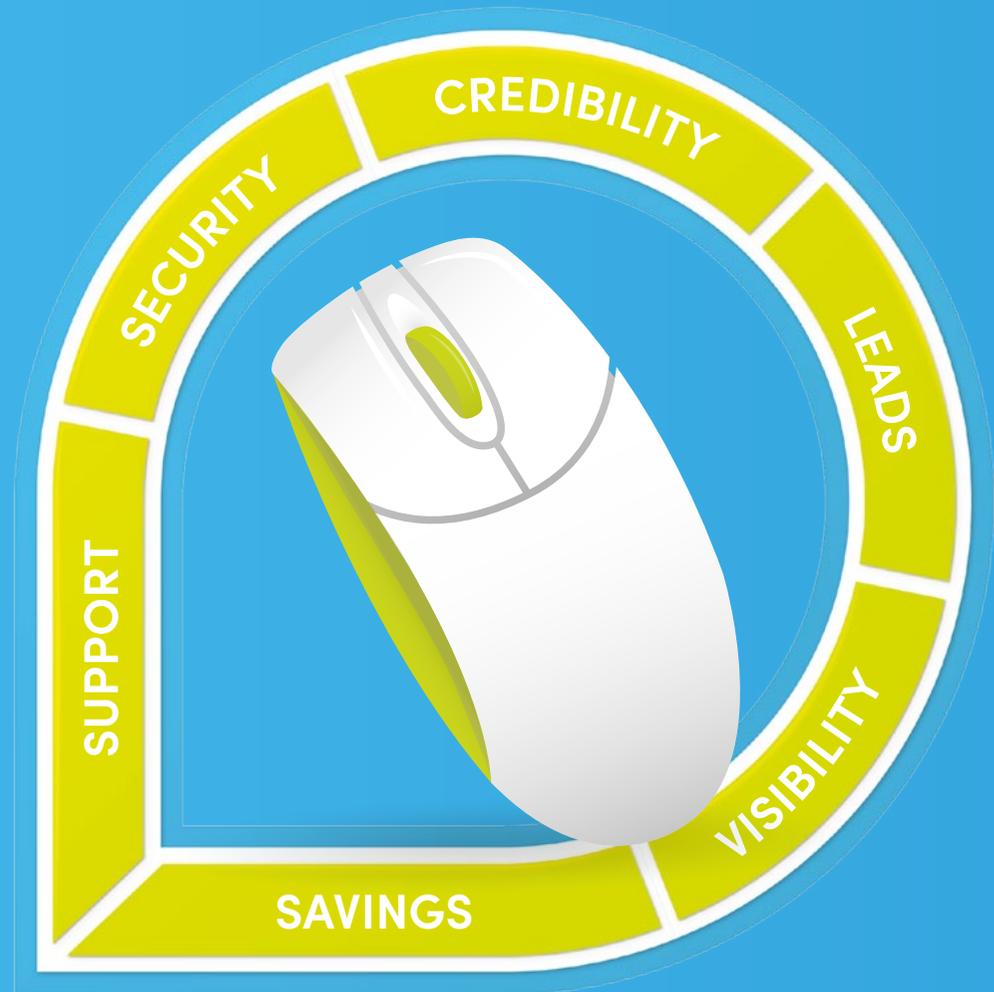
The well-known DIY platforms always make their website building software sound so simple to use and therefore tempting, but what you end up with is a very basic, generic and restrictive online shopfront. Remember a website now goes far beyond simply obtaining contact details, it's often your first opportunity to make a great impression and stand out from your competitors.

Think of it like this, if you were building your own house and your mate Dave, whose only experience was building his Nan's 2ft garden wall, offered to help you to bring down your labour costs – would you trust him? I'm hoping the answer is no.

The same should apply to the design and build of your website – as it plays such a key role in the success of your business. So, you can make the most informed decision, we have broken it down into 6 reasons why you should hire a professional...

6 reasons why you need to hire a Web Design agency

- 1 Savings
- 2 Visibility
- 3 Leads
- 4 Credibility
- 5 Security
- 6 Support



1. Save time and money

People usually set up their own website in an **attempt to save money**, but when you realise that your homemade website is actually creating a poor first impression for your business (and you're **losing you potential customers**), then doing it yourself quickly ends up **costing your business substantially more** in lost potential earnings.

Don't forget about the time you spend **learning the software** writing all the content - valuable time which could be spent **developing your business** instead.

And that's just the first time around, self-builders often come to us after having **tried and failed** two or even three times before giving up and getting the professionals in.

2. Visibility

It's likely that you rarely look beyond the **first two pages** of search engine results, so you shouldn't expect your customers to either. **How your website is found** online should be considered right from the beginning of the design process.

From the outset, a professional agency will be **quizzing you** about who your audience are and what sort of terms they will be searching to ensure any content created is **engaging and optimised** for search engines.

TOP TIP!

A good website should be **an investment, not an expense**. If done correctly, it will pay for itself and then some.



3. Convert More Leads

You only have a **split second** to grab and keep a visitor's attention, so a professionally designed website plays a vital role by **clearly communicating** what you do.

A striking, **user-friendly design** will engage people more and inspire confidence, keeping those all-important **bounce rates** down.

And if you're scratching your head thinking 'what do they mean by bounce rates?', this is basically the percentage of visitors who **leave a website** after visiting **only one page**. This is usually because they couldn't find the information they wanted or ruled it out as **non-credible option**. A professional agency will know how to **prevent this from happening** to help you hold their attention for longer.

4. Credibility

Your website is often the **first time a potential client** will come across your business. More often than not, people who meet you at a networking event or spot you on social media will go **straight to your website** to check you out.

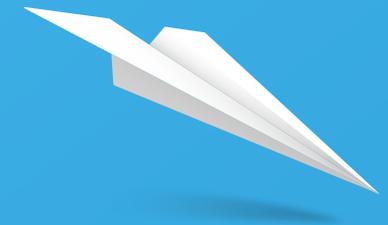
If what they find is a basic, self-built site that doesn't **portray a credible business** straight away, then you **lose them** right there and then.

Creating a credible well-built website is a fine art, and when employed correctly a website can enable smaller companies to **compete** with the big brands online.

Make sure yours **stands up strong** by employing a professional to build it – their years of training and experience will ensure your website creates the impression it deserves to for your product or service.

DON'T FORGET

When writing content and considering visuals for your website, always think about **how it will look and sound** to your target audience.



5. Security

The Internet can be a scary place, and even the most established websites **can be at risk** of issues, we have all heard the news headlines and the huge impact such attacks and issues can cause.

Whether it be a **security** breach from hackers or malware - to a **technical** problem caused by a failed back-up or update...

A **professional developer** will ensure all relevant **security precautions and checks** are in place, for example these will be in the form of an SSL certificate, firewalls, daily back-ups and much more.

TOP TIP!

With high-profile data leaks and hacking scandals on the rise, you really **can't put a price** on your website's security nowadays. Don't **learn the hard way** as others have - be smart and cover your back from day one.

6. Get support when you need it

Sooner or later you'll get to a point where you need help, or you'd like to modify your bog-standard template to something more credible and different, this is where 'free' or 'low cost' website builder sites **make their money**.

The problem is at this point getting help is often **hard to find** and will cost you an **arm and a leg!**

A good website developer will offer you a **support plan** at a **pre-agreed cost** if you choose to host with them, giving you **peace of mind** that support is there, and someone always has your back.

Whether it's a complete redesign, just updating your content or offering a **helping hand** when you forget how to do something.



Now you're ready to get the website of your dreams!

But fear not, whether you need help creating or improving your website, or just want to bounce around ideas, you can always give us a shout! Plus, we'll even throw in a **FREE** marketing review **worth up to £100** for all new enquiries.



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Branding



Video



Campaigns



Websites



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