

*A GUIDE TO*

# Why you shouldn't build a DIY website



# So, why do you need a professionally built website?

## The main reason people try building their own websites is usually related to cost.

It's true, websites can be expensive – but the reality is taking on the project yourself could actually end up not only **costing you more money in the long run**, but it has the potential to damage your reputation too.

Many well-known DIY platforms make their website building software seem incredibly simple to use which can make it tempting to have a go, but they achieve this by delivering something which is often very basic, generic and restrictive. It's not going to stand out or wow anyone.

Plus, they give you a canvas to work with, but no real guidance about what you should actually *do* with it to ensure the website actually engages your customers.

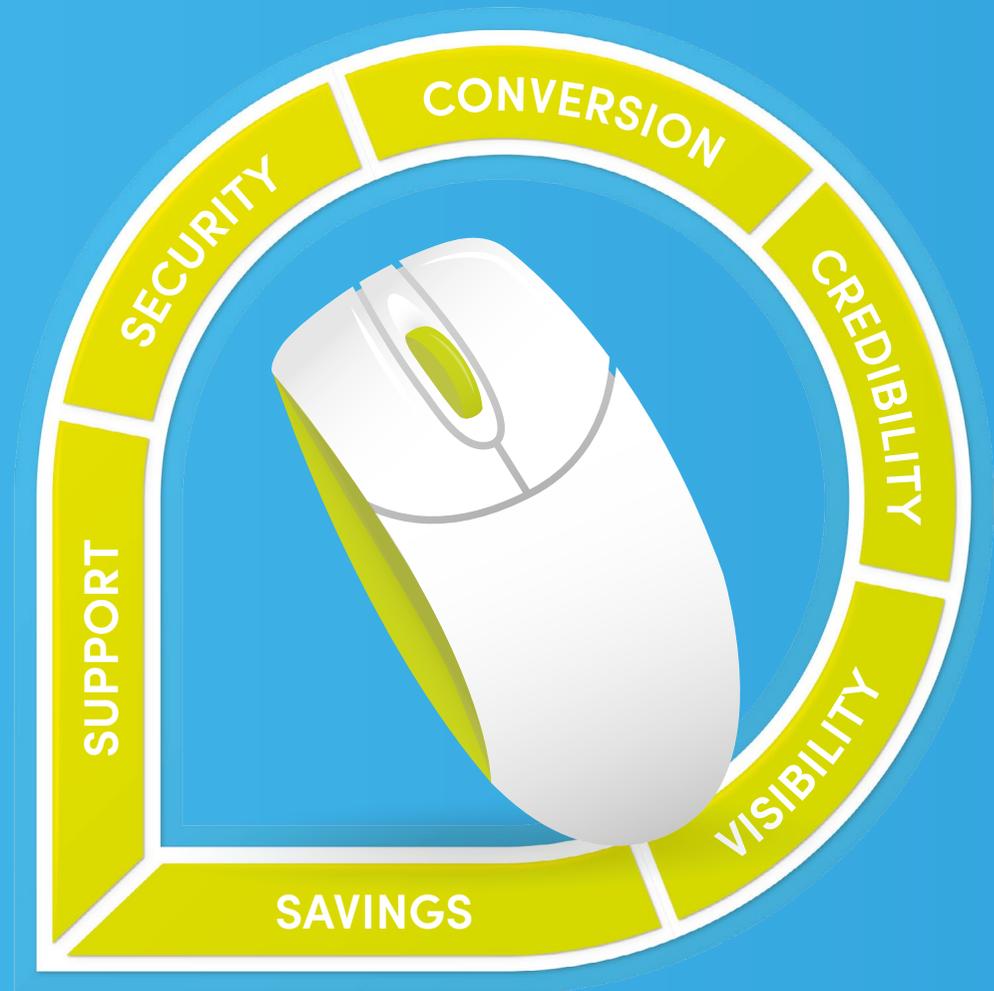
But you know what a good website looks like, right? You use the internet all the time, these days searching online is often peoples first port of call to find a product or service. That means you'll also know how much **you judge a company based on your first impression** of their website.

If a website frustrates a visitor, either through being difficult to use or lacking the information they need, they'll just go back and skip to the next search result. **The right content and design is critical to getting a visitor to stick around** and make a purchase, assuming your site is set up to work well with search engines and they even find you to begin with.

An effective website plays such a key role in the success of your business. So, **we've broken it down into 6 reasons why you should consider hiring a professional...**

# 6 reasons you should hire a professional Web Designer

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



# 1. Save time and money

People usually set up their own website to **try and to save money**, but amateur DIY websites usually create a poor first impression which will in turn lose you potential customers. If you look at the big picture, doing it yourself can end up **costing your business substantially more in lost earnings** than you save by not paying a professional to do it properly.

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

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

# 2. Get better 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 will be 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 for to ensure **any content created is engaging and optimised** for search engines.

## OUR VIEW

*A good website should be **an investment, not an expense.***

*If done right, it'll pay for itself and then some.*



### 3. Look more credible

Your website is often the **first time a potential client will come across your business**, so first impressions count. If what they see looks like it was cobbled together visitors won't think "well, they probably aren't website designers", they'll assume that amateurishness is also representative of how you run your business.

It's not just strangers either, people who meet you at a networking event, spot you on social media or hear about you by word of mouth will go often **straight to your website** to check you out.

A well designed website will not only **make you look credible**, it can help you go toe to toe with more established brands.

### 4. Convert More Leads

Many DIY websites have a high bounce rate - which is basically a measure of when visitors **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 based purely on the first page they see (first impressions count!).

A well designed site should **clearly communicate what you do** and be easy to navigate for first time visitors.

Once they're sticking around it's time to decide **what action you want them to take next** - request a quote, make a purchase, download some sales material - clearly signposting this will help increase leads.

#### 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.*

*Is it sending the right message?*



## 5. Security and peace of mind

The Internet is ever evolving and it can be a scary place. Even established websites can be at risk of disruption, downtime or even defacement by hackers.

Cyber crime is on the rise, but most hacks aren't the result of sophisticated evil geniuses, just regular people (or even children) exploiting outdated software.

A professional developer can **help with disaster recovery if the worst does happen**, getting you back up and running to minimise the impact on your business.

More importantly, they'll undertake **regular preventative maintenance** to stop the most commonplace issues from happening in the first place.

## 6. Get support when you need it

A good website developer will offer you a **support plan** at a **pre-agreed cost** if you choose to host with them, keeping things running smoothly and offering a helping hand when needed. And because it's built specifically for your business, a bespoke website can grow with you rather than holding you back.

DIY websites keep their costs low by standardising everything and doing as little as possible. Forget how to do something? Ready the help section. Want something non-standard? Purchase this 'premium' upgrade, get a quote for expensive custom development, or even worse - "no sorry, you can't do that."

### REMEMBER

*You can't set a website live and forget about it - you need to take care of it for the lifetime of your business.*



# Looking for that professional polish to make your website shine?

We're here to help. Whether you need help creating a new website, improving your existing one, or just want to bounce around ideas, drop us a line! We offer in a **FREE** marketing review **worth up to £100** for all new enquiries to get you started.



Design



Branding



Video



Campaigns



Websites



Events