

# Top 10 things you need to know before buying a website...

In the world of website design companies, sometimes it can be really hard to know what you're paying for. So the big question to ask is *"How much is this website worth to my business?"* or more importantly, *"How much will a badly designed website cost my business?"*

So then, to make sure you have a great website, here are 10 things you need to know about before having a website built for your business.



## **A great website is the hub of your entire online presence, if not your entire marketing strategy.**

Think about that for a moment. In this Internet age, a website can make or break a business. It should drive traffic, create conversions, develop a sense of brand recognition, loyalty and community within your customers. It should not be a glorified Yellow Pages ad. Most importantly, it should allow you to make more sales, and get and keep more customers.



## **Does your website design company actually understand marketing?**

And we mean really understand marketing. As in, the art of relating to your target market, and selling in the face of other competition. Do they understand how to strategically differentiate you? Will your website provide your customers with the experience and functionality they are looking for and expecting? Most web designers aren't marketing experts, so are you leaving essential strategic decisions about how your website benefits your business to an IT technician?



## **Is your websites content easily edited?**

Be it by you, your staff, new programmers, an SEO company or your marketing consultant? If it takes someone twice as long to figure out how to use an obscure, unfamiliar custom CMS that was written by a techy person, you'll be paying for it.



## **Will your new website stand out visually from your competition?**

Standing out from the crowd is important. Great websites shouldn't just look great; they need to perform very specific things to both differentiate you in your market and guide your prospective customers to do what you want them to.



## **Does your site fit in with Google's page layout algorithm?**

Is there the right amount of quality content "above the fold"? so that as soon as your customers hit your homepage they instantly see what you are about.



### **Has it been programmed with CURRENT Google Search Engine Optimisation (SEO) in mind?**

How easily can you make any changes or additions to the most basic, essential features such as Page Titles, H1 tags, alt image attributes, meta descriptions, rich snippets, and so on? (you may not know what these are, but to a good SEO company they'll help boost your search engine rankings significantly).



### **Even better than the ability to SEO your website - does it come ready with Google optimisation already there and up-to-date?**

The search engines change their algorithms regularly meaning SEO practices also need to change. Often we see brand new, allegedly SEO'd websites with on-site optimisation that is already out-dated and could actually be harming your website's SEO.



### **What ongoing support do you get?**

If you are adding your own content, what happens if things go wrong? If you are relying on the web design company to add content, how long is it reasonable to wait for that news article to be uploaded, or that heading to be fixed?



### **How secure and future-proof is the website?**

Can you easily add the most up to date widgets and plugins to benefit from advances in web design and SEO practices? Are new security patches applied to your website when available?



### **Is your website professional hosted?**

Having a great looking and functioning website means nothing if its constantly going down or hitting error pages. Make sure the hosting your website lives on is reliable and always updated with the latest patches when they become available.

Remember your website is your online shop window to the world, when its done well, the benefit to your business is huge and measurable.

If you are one of those people that are not too confident when it comes to the internet and websites we hope this has been useful for you.

Thanks for reading!



Chris Evans - Owner