

## Building a Small Business Website: Should You DIY?

You've probably seen numerous ads for "easy-to-use" website developer tools. These resources allow you to draft your own content and add your own pictures to create a business website. They make the website building process seem easy! While it can be tempting to DIY a site as a quick-fix solution to getting your business online, the reality of a DIY website is not always ideal.

Here are the top reasons why you shouldn't build your business website:

1. **You won't own your own site.** When you design a website on a DIY builder, the site is their property. If you outgrow that site or need more control, it's very difficult to move your site. You'll need to start again – and that is more time and effort spent.
2. **Your site is not customized to your business.** The free or low-cost website templates and DIY web builders have limited options for customization. If you want to add an extra feature or additional content and branding, you may not have that option.
3. **Your site is not search engine optimized.** Creating a website that is Search Engine Optimized is vital to being found online. Your website needs to be appealing to search engines – sites like Google rank optimized websites higher in their search results.
4. **You have to manage and maintain the website.** When you DIY a website, support is often very limited or non-existent. If you need to update something on the site, it's going to cost you, or at least take up your time.
5. **Your site is not mobile friendly.** Self-built sites that don't have a lot of options for graphics and layouts are not usually mobile friendly. With the majority of people using their mobile device to search the web, your site should be able to accommodate that.

Willetts Technology provides businesses with a customized website, designed to increase traffic, improve search engine rankings, and attract new customers. Your website will be SSL secure and mobile responsive. Best of all, your business will own all rights to the website after the initial contract is complete.

Contact us today to learn more.