

WHY HIRE A PROFESSIONAL WEB DESIGN COMPANY?

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Designing Websites Since 1999

If you are starting a new business or already have a business, hiring a professional web design company may seem unnecessary, but that couldn't be further from the truth. Below are some very good reasons why you should hire a professional web design company.

A Website Represents Your Company Online

If for example your law office decided to advertise on television, would you film, direct, produce and edit your own television commercial? Most of us would not; we would hire a specialized company to give us a professional commercial that heightens our company's image and generates sales. Your website acts as your online company image. It acts as a direct representative of you and your business 24 hours a day, 7 days a week. If your website does not look professional then your company as a whole does not look professional. If your website doesn't have the professional image you need, you are losing business. **Do what you do best.** Just as you specialize in your company's products and services, a professional web design company specializes in creating a website that improves your company's image which in turn will generate more sales.

Saving Time

Hiring a professional web design company instead of making the website yourself will save you a lot of time, energy, and frustration. There is a large learning curve in order to make good and effective websites. There are also many aspects to web development much beyond learning HTML which makes it a full time job. Professional web developers are skilled and up-to-date in several areas including Marketing, Communication, HTML, CSS, Photo Optimization, Search Engine Optimization, Java Script, Flash and other languages.

Getting Ahead of the Competition

Getting a head of your competitors on the internet is just as hard as it is in the physical world. If your competitors have a web presence before you do, they are already a step ahead of you. But, if you launch a new website that is more effective than theirs, you will have the edge. Not only does a well-built website give a good first impression, it also will give your customers a reason to trust your business over that of your competitors.

Professionalism

When you hire a professional web design company, not only do they know how to give you a good company image, but also how to give you the image that's right for your business and industry. A professional web design company knows the ins and outs of marketing as well as creativity. A good and effective website must not only be pleasant on the eye, but also be easy to navigate, user friendly, download fast, be optimized for search engines and work properly in all the major browsers. Remember, if your website does not look professional then your company as a whole does not look professional.

Search Engine Optimization

One of the most important factors about a website is its presence in search engines, such as Google, Yahoo and MSN. It is useless to have a beautiful website if it doesn't have a good presence in the search engine listings. Good search engine rankings are important because they act as a free and effective advertising tool. A professional web designer will know how to develop your website, optimizing it to be search engine friendly from top to bottom.

Browser Compatibility

You need to make sure your website looks relatively the same in all the different browsers like; Internet Explorer, Mozilla Firefox, Netscape, Safari and Opera. Browser incompatibility occurs when a website displays differently or appears "broken" to visitors on different browsers. The reason for this is that different browsers have different standards for displaying web pages. What looks good in one browser may show up disorderly in another. Professional web design companies are skilled at developing your website, testing it in all major browsers and insuring that the majority of people that use different browsers can see your website the way it should be.

I Don't Have the Budget to Hire a Professional Web Design Company

Not true – You may not want to admit it, but you just don't want to have a budget to hire a professional web design company. A lot of professional web design companies will offer lower budget solutions. Websites can also be design so you can build onto them as needed. Most reputable web design companies understand this. As long as you have a well-designed website with valuable content about your company, it doesn't matter if it is 10 pages or a 100. The most important fact to consider is that, in today's technology driven world, a professionally designed website adds credibility to your company's image and generates sales. There's only one way to be available 24/7, and that's via your website.