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DIY WEBSITES

In this digital economy, it's just not enough to know your potential customers. To deliver the type of web content they really want to read, you must know them better than anyone else. If your small business doesn't have a website, you're missing out on potential clients and potential income. If you get your small business website design wrong, it can be just like not having one.

Pursuing a do-it-yourself website design.

The development and design of your small business website may be the only impression you leave with potential customers who conduct the majority of their business online. That's a lot of responsibility. Sure, anyone with a basic understanding of technology and the ability to log in to a template offered by numerous site builders can build a website.



This do-it-yourself mindset may seem like a great deal in the beginning, but what is it actually costing you to save a few dollars today?

Website design visual mistakes

A business website with a couple of dead links does not make a good first impression. There is certainly nothing wrong with "white space" on your web page and your visitors shouldn't have to use a GPS to find your contact information.

Website design content mistakes

When people come to your website, they want useful information and they want to be able to find it quickly. They expect your content to be fresh and they greatly appreciate your understanding of the English language. You may have the best looking website on the Internet, but if you haven't focused on search engine optimization (SEO), Google won't like and neither will anyone else.

Overlooking the big picture

A well-built website can be a money-maker and must be viewed in the same light as any other type of advertisement. This advertisement must be available to everyone, no matter what device they choose to go online. Your website development must focus on "full-circle" marketing. In other words, people must be able to find your website via social media and also find your social media profiles via your website.

The real point of this article and those referenced is simply to help small business owners understand the importance of effective website design. Your website is the most important piece of your business marketing strategy and should only be left to the design expertise of an experienced professional website designer.

At Denis Robichaud Design we understand that mastering your brand online requires much more than a colorful logo and a flashy website. Our small business website design service is based on the philosophy that your online presence is going to be the deciding factor on whether or not someone chooses you or your competition.