



A Bad Website Can Hurt Your Business More than No Website At All

If you are going to have a bad website, you are probably better off having no website at all. It's true. While a bad website at least gets your name in the search engines, it can also ruin your credibility. A hard to use website, for example, may push your potential customers over to the competition, while an amateurish website can convince potential customers that your business is simply not a serious one.

So how can you avoid these marketing gaffes online? Quite simply, by:

- 1) Making sure that you get your website when you are ready. You should only invest in a company website when you are ready to spend time and money on the project. Only develop a website when you are ready to hire professionals to design it for you and you are ready to promote and update your website regularly.
- 2) By entrusting your website to professionals. You may know someone who understands basic HTML or WYSIWYG programs, but you need professionals with a discerning eye to develop your professional website for you. You need a professional team – like the one at 3RT Productions – to get professional results. While amateur results may be OK for a personal webpage, any minor glitches or design errors on a company website make you look less credible. Unfortunately, with so many scams online today, customers may see any lack of credibility on your part as a red flag sign. Don't give customers an excuse to not do business with you. If you cannot afford professionals, wait until you can or work out a financing plan.
- 3) By making your website part of an overall business plan. Your website is not stand-alone. It should work with your overall business plan, marketing strategy, and branding plan. If you are not sure what you want your website to accomplish, you should determine this before setting a site up. Nothing is worse than the business website with no discernable goal.
- 4) By ensuring that your website looks its best. Your website should be professional, clean, and attractive. It should err on the side of simplicity and work well with no delays or glitches. It should work well on different computers and with different browsers, so that all your potential customers can read your marketing message. Check and re-check your website to ensure that it looks as good as it possibly can.