



## Should You Delay Your Web Presence?

If you want a website, you likely want to get your site up and running before too long. However, getting a web site too early can backfire and can end up costing you money. Here are some things to consider if you are wondering whether to forge ahead or delay:

- 1) Delaying can allow you to fix up your business, so that you have clear aims and services. That way, you won't have to pay a web design firm twice to fix up and redesign your site after you have done some major restructuring. If you are not really sure what direction your business will take, if you have a wait-and-see attitude or if you are still making big changes to your business (like changing your name every week!) wait until things have settled down a little bit before you hop online. Your website is a big part of your branding strategy and if you do not have a specific business to brand yet, you risk confusing your potential customers.
- 2) Delaying can mean lost profits. Getting your site up and running now can mean that you can start earning money right away from your site.
- 3) Delaying can allow you to learn about web design and websites. Generally, you should not attempt to start your own site unless you know something about having an online presence. Sure, you will be farming out the work to a professional design firm, but you still need to communicate with that firm effectively about what your wants and needs are.
- 4) Delaying means that you can set aside enough time to manage your time. Running a website takes a lot of time. You need to be able to check links, answer emails coming in through your website and update content frequently. If you are just trying to set up your business, you may not have the time to get traffic to your site.
- 5) Delaying means you learn more about your customers. Your website should reflect your customers' needs, but if you do not yet know those needs, it will be very hard for you to design a website that pleases your customers.
- 6) Delaying means you are ready for the increased traffic. A website can bring in quite a number of new orders and new customers. You need to be prepared to fill lots of new orders and answer plenty of new calls – potentially from all over the world.

One thing you should not delay on is getting your domain name. Secure a domain name with your company name as soon as possible so that no one else can buy your domain. However, consider setting up your website when your business is ready. If you need help deciding when to launch a website, contact the web design team at 3RT Productions. We can help you decide how your site will fit in with your overall business success.