

The #1 reason NOT to have a website

There are many reasons to have a website for your business. (See our other report for 15 good ones.) But there is also a good reason not to: If you can't invest the time and money for a professional looking website then do your business a favor and don't have one.

"The best things in life are free" does not apply to websites. To get a professional looking site that will attract customers costs money and you should plan for it in your marketing budget. The services offering "free" websites will often require you to have their advertising on your site and/or won't allow you to have your own domain name. Instead of "www.yourbusiness.com" it would be "www.theirbusiness.com/yourbusiness" or something similar. One of the goals of a website is to instill confidence and credibility in your business. An unprofessional site is more harmful than having no site.

An investment of time is also needed to ensure a higher level of satisfaction in the end product. Take time to meet with your designer to fully explain what you want on the site. Be available to answer questions that might come up later. You may even want to write out the text for your site. Who better to explain your business than you?

Contact Radiant Website Design, Ltd. today for a free consultation.
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