

15 Secrets Web Designers Will NOT Share With You!

Read This BEFORE Buying a Website

**A Must
Read!**

1. Your Website is an Investment – DO the Investment Analysis. If it costs you \$3000 and you can only see it adding \$1000 to your bottom line – forget it and look elsewhere. If you can build a website for \$800 that makes you \$3000 profit – Build as many as possible!



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FIFTEEN Things Website Designers Will NOT Tell You!

Thank you for downloading our Free Report. Our aim is to SAVE you Money, Time and Frustration by alerting you to things you must know that many Website Designers do not tell you until it is too late. Enjoy!

1. You do NOT want a Website – You want a Marketing Platform that SELLS! It is easy to get wrapped up in “everyone needs a website.” Why? If it does NOT market your business effectively and deliver more clients – go elsewhere.
(See 4 below)
2. It is NOT about pretty – It is about EFFECTIVE! It is very easy to get lost in the pretty designs web designers offer you. Yes, your website needs to look good BUT if it does not cover all of the essentials below it will NOT perform effectively.
3. Your website needs to load FAST – do YOU wait more than 5 seconds for a website to load? We guarantee the initial load time is under 5 seconds (Ask others to guarantee that) 😊
4. Your Website is an Investment – DO the Investment Analysis. If it costs you \$3000 and you can only see it adding \$1000 to your bottom line – forget it and look elsewhere. If you can build a website for \$800 that makes you \$3000 profit – Build as many as possible 😊
5. If your website isn't optimized for Mobile – You just lost most of your visitors! The standard way of building websites is to build them for viewing on a computer. We beg to differ – since the majority of visitors view on a mobile phone, we build Mobile-First. Doesn't that make sense?

6. Your website is not properly secured – Do NOT take the risk of being hacked! This may go beyond loss of business – a friend of mine woke up one day to find his business website was now a Porn website! After that – And paying me to fix the problem - he started taking seriously my message of Fort Knox Security for websites !

7. Your website does not have SSL. If you request password or credit card information on your website, the web browser may warn your visitors that the page they are on is not secure. Would you proceed? You do not need to understand SSL – you just need to know it is essential; after that, we will take care of things for you. If it is technical, that is our problem, not yours.

8. SEO (Search Engine optimization) is Fundamental – It is what determines if your website gets seen or not! Getting found in Google is easy – Give Google what it needs to rank you. Some web design companies focus entirely on DESIGN – but a great looking website that no-one ever sees is a waste of money.

We build every website with SEO in mind from the beginning; we take time during the design process to think about website content, page layout, page speed, Googles directives etc; we combine great looking designs with search engine friendly websites. Getting Seen is Step 1 in Getting Sold!

9. Websites are like Cars – a Mazda 2 might do the trick, or you might need a People Mover for a large family, or a heavy-duty SUV because you go camping a lot. A website selling 500 Products – all of which need pictures, descriptions, prices etc – costs a lot more than a 1-page website for a single person business like a hairdresser or electrician working on their own. We quote you for what you need – not what we want to sell you!

10. In conjunction with the preceding, many Web Designers do not list their prices – it becomes a negotiation to see just how much they can get out of you. If you spend time visiting several of these websites to find out they are not even close to your budget, you waste a lot of time. Visit our website and you know in under 5 minutes if it is worth ringing us.

Even if they said “Prices from \$3,500” and you only had a budget of \$1,000 you would know they are not the right company for you. Avoid timewasters.

11. Also, some Web Design websites are Vague about what you get for your money – you only find out “oh, that is not included, that’s extra” AFTER the Project is in full swing. We are upfront regarding what IS included.

12. A major issue with the above is that a website is NOT a One-Off Cost – there are ongoing annual costs like Domain and Hosting renewals. Our website spells out these costs. In addition, as a Management Consultant I can help you develop a Marketing Strategy. Sometimes a website is enough, but considering whether you need Youtube, Online Directories etc adding to the marketing mix is important. Also, once you have a website to add to your Business Card, distributing your new business cards to potential clients is important.

13. Some Web Designers struggle to speak English, tying you up with jargon like CSS, HTML, PHP etc – which quite frankly you do not need to know about. If they cannot spell it out in plain English, look elsewhere.

14. However, it is not always the Web Designer that is at fault. Good communication both ways is essential. If you are not clear about what you want, it is really hard to build it. Take the time – both ways – to learn about each other’s needs. The

Planning stage is vitally important – much like the foundations are for building a house.

Also, be open to communication – sometimes the web designer may have great ideas that can improve your business. As a qualified Management Accountant with 13 years international experience, I may have tips that can make a big difference to your business.

15. Finally, above all things ask about the Backup Strategy. If your website has just crashed, the last thing you want to hear is, “Umm, err, we did not make a backup – we thought you were doing it”. This is something web designers and clients sometimes assume the other is doing. If the web Design company you are talking to does NOT bring the subject up – look elsewhere. Our Policy is clearly spelt out on our website.

HAPPY WITH US? Contact –

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