



GBN Web Development, Inc.

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Why hire a professional web agency!

Save Time, Money and Stress.



by **Virgil Griffin** on January 04

If you are starting a new business or already have a business, hiring a professional web design company may seem unnecessary, but that couldn't be further from the truth. Below are some very good reasons why you should hire a professional web design company.

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It Will Save You Time

Even if you know a little bit, you probably don't know enough to build a solid, optimized website.

That means you'll have to spend a lot of extra time trying to figure it out, which could take a long time and could still make you end up with a less than professional looking website in the end. If your goal was to save some money by doing the work yourself, you won't really be saving much of anything.

Think of it this way.

Every minute you're working on your website takes a minute away from what you really should be working on – developing the rest of your business.

All the other important jobs will get pushed to the side as you work the website, and that could set you back.

Also, spending the money to get a professional web design company to create your website can get you more money back than you get on your own. Because you aren't sure exactly how to make a website, you may not make a very good one.

A web design company will make you a competitive website that will make you more money in the long run.

It Will Cost You Less Money

Yes, you read correctly! Cost savings are a big part of hiring a professional web design agency. Here is how it works: You try on your own, and you really give it your all. But after about 200 hours* you give up. Instead, you ask your neighbor's kid to help. And after a few days (or weeks) he gives up. You go on Craigslist and hire a "professional." Most likely they will just take your money. So here you are, a few months and a few thousand dollars (*yes, your time costs money!) with really nothing to show for it.

Professional web design can **costs a few thousand dollars**, or even more, depending on your project scope. But after about 2 months a professional web design agency completed your project, which means you start earning money and not paying it out. Isn't that what you wanted in the first place?

You Will Make More Money

The website will look better, so your clients will get a good first impression and trust the company behind the page. That means you'll gather more customers who are willing to do business with you. Your website will also rank higher in the search engines, which will let

even more people find you. These are things you won't get if you make your website yourself.

I Don't Have the Budget to Hire a Professional Web Design Company

Not true – You may not want to admit it, but you just don't want to have a budget to hire a professional web design company. A lot of professional web design companies will offer lower budget solutions. Websites can also be designed so you can build onto them as needed. Most reputable web design companies understand this. The most important fact to consider is that a professionally designed website adds credibility to your company's image and generates sales. There's only one way to be available 24/7, and that's via your website.

It's More Affordable Than You Think...

Don't look at your website as a cost. It's an investment that can make you a lot of money when done right. But the investment probably isn't as costly as you think. These days, CMS systems and plugins have brought the cost of hiring a professional web design company way down, but the ROI has been ever increasing as these sites provide more amazing capabilities.

A Website Represents Your Company Online

If for example, your law office decided to advertise on television, would you film, direct, produce and edit your own television commercial? Most of us would not; we would hire a specialized company to give us a professional commercial that heightens our company's image and generates sales. Your website acts as your online company image. It acts as a direct representation of you and your business 24 hours a day, 7 days a week. If your website does not look professional then your company as a whole does not look professional. If your website doesn't have the professional image you need, you are losing business. Do what you do best. Just as you specialize in your company's products and services, a professional web design company specializes in creating a website that improves your company's image which in turn will generate more sales.

Getting Ahead of the Competition

Getting ahead of your competitors on the internet is just as hard as it is in the physical world. If your competitors have a web presence before you do, they are already a step ahead of you. But, if you launch a new website that is more effective than theirs, you will have the edge. Not only does a well-built website give a good first impression, but it also will give your customers a reason to trust your business over that of your competitors.

Professionalism

When you hire a professional web design company, not only do they know how to give you a good company image, but also how to give you the image that's right for your business and industry. A professional web design company knows the ins and outs of marketing as well as creativity. A good and effective website must not only be pleasant on the eye but also be easy to navigate, user-friendly, download fast, be optimized for search engines and work properly in all the major browsers. Remember, if your website does not look professional then your company as a whole does not look professional.

It Will Be SEO Optimized

One of the most important factors about a website is its presence in search engines, such as Google, Yahoo, and MSN. It is useless to have a beautiful website if it doesn't have a good presence in the search engine listings. Good search engine rankings are important because they act as a free and effective advertising tool. A professional web designer will know how to develop your website, optimizing it to be search engine friendly from top to bottom.

It is an Investment in Your Future

Your website is an investment, not a cost. And when you think of it that way, it's well worth the spending a little extra to get that personalized touch. Whether you hire GBN Web Development to design your website or not, just be sure to remember that your website is the most important part of your business.

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Final Words on Hiring a Web Design Agency

I recommend you look at web design the same way you might look at other tasks best done by a professional. Doing your taxes. Installing a garage door. Paving your driveway. All of these things could technically be done by anyone, but most folks hire a professional, and for good reason: **professionals have the proper tools, training, and experience to do the job correctly, on-time, and at a fair price.** Nobody is saying you can't do your own taxes. But using an accountant, just like using a professional web design company, is an investment: you are spending money upfront to make/save money in the long run.

These are just a few of the benefits that come with hiring a professional website design company.

The list could go on and on. But things like reliability, speed, trustworthiness, affordability, and a clean professional look are the only reasons you need to let a professional create your business website.

If you're looking for a company to design your website, [give us a call](#) and we'll get you the help you need.

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