

Common Myths of Web Design

The intention of this white paper is to debunk some of the common myths regarding web design.

- **“I don't need a web site.”** Some people who are running a successful business with strong sales and a good customer base, feel their company does not need a web site because they have been successful thus far without one. A web site is not a golden goose that will bring you millions of dollars the first day it goes live, but it is a tool that will:
 - **Generate better quality leads than traditional advertising.** Potential customers will have done their research and narrowed down their choices before they contact you. They will have seen your complete list of products and services and will have a good idea of what they want, therefore saving you time. This will reduce the volume and amount of time spent on phone inquiries.
 - **Provide up to date company information.** There will no longer be a need to re-print large amounts of expensive brochures and product packages because of errors, omissions, or changes.
 - **Help promote your other products or services to current and potential customers.** A web site enables you to showcase your complete range of products or services. This is a fantastic opportunity to up-sell and cross-sell related goods that clients may also be interested in.
 - **Facilitate the increase of your company's sales by serving a rapidly growing population of business people who are searching for products and services online.** Looking around for companies that offer the product or service you need is now quicker and easier using the web, than traditional means. Business people no longer have the time to phone around or flip through phone books to find what they need. They use the Internet to quickly narrow down their choices and assist in making their decisions.

- **“A web site is too expensive.”** How much would you pay for quality leads? How much would you pay for a corporate image that stands out from your competitors? Consider the lost business that you would have cashed in on because a potential client couldn't find information about you or saw your old, outdated web site and was deterred. These costs far outweigh the investment made on an easy to use, properly designed,

professional web site. How much do you pay for newspaper or Yellow Pages ads? A basic web site is not much more expensive, does not restrict the amount of information you want to put on it, and is available forever, not just on the day the ad was run. In fact, a web site can save you advertising money if you put only the basic information in a smaller ad space and provide your web site's URL for those who wish to find out more.

- **“I already have a web site.”** Have you re-assessed your web site's performance lately? Is it achieving the goals you had set for it when it was built? Does it provide the same image to outsiders that you and your co-workers have for your business? Is it generating quality leads? If you have answered “no” to any of these questions, it may be time to consider revamping your marketing strategy. One of the key components of any marketing strategy is making sure your web site provides a fresh and polished image that gives others an impression of success. No matter how good your product or services are, if you have an old or unpleasing web site, you will not be taken seriously and you will not get people's business. Sometimes, having no web site is better than having a poor one!
- **“My neighbour's son can make a web site for me, for cheaper.”** They probably can. But you have to consider a strong point - would you let your neighbour's son do the accounting for your business? Not likely. Then why are you putting him or her in charge of the most important aspect of your marketing strategy? A professional web design company provides decades of collective experience in making web sites with marketing savvy that generates sales and are designed to be search engine friendly. Companies like Vandelay Enterprises who specialize in web development have access to a team of experts that can analyze your organization's needs and help you achieve success by fulfilling them. Often, businesses who have their neighbour's son do their web site must re-do it again in a year or two, increasing overall costs and losing potential sales that would have been realized if it was done right in the first place.