




5 Questions to Ask Before Updating Your Website



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MARKETING

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Your website design is crucial.

As a small business owner, you may be looking to cut costs wherever you can. This may include hiring a freelancer to create and design your website. Although this method will help you cut costs to your bottom-line, the results may not be as impactful as hiring a professional marketing agency instead.

If you are considering outsourcing your website development to a freelancer over a marketing agency, here are five questions you should ask yourself before making your decision.



1. What are your website needs?

Your needs for your website will vary depending on your industry and goals. Before deciding who to hire, consider the following:

- Are you looking have an online presence that includes basic information about your business? Or are you looking to incorporate other details, such as information about your product(s) and service(s), collateral, etc?
- Will you be handling any financial transactions via your website? If so, it's important to incorporate an e-commerce plugin. The setup for this can become complex if you intend on using your website as a primary method of selling to your customers.

2. What is your budget?

Although either option will come with a cost, you should determine how much you can afford to spend on your website, and how quickly you'll want it completed. Remember, the more complex and detailed your website, the higher the cost.

A marketing agency will have the resources available to collaborate with you to design a website that's user-friendly, which will allow you to get your information efficiently to your target audience.

3. What are your goals?

Your goals are directly in line with your needs, and ultimately, you will need to weigh the benefits of an impactful website vs. a “competent” website.

A marketing agency will possess the knowledge to implement and execute the creation of a website that will reflect your goals while targeting your ideal clients.

4. How do you measure up?

Your website must stand out to your target audience and convince them that your product(s) and service(s) fit their needs.

Before you hire a freelancer to develop your website, consider:

- What your competitors are doing for their website, and how you can use that to set your business apart.
- How you intend to lay out your website. (Is it easy to find information? Is everything is well-organized and accessible from the navigation?)
- Whether your website traffic is easy to track, measure, and record for the employment of future marketing tactics. A marketing agency will deliver expert guidance on these tactics, whereas a freelancer may implement changes without knowledge of best practices.



5. Is your freelancer dedicated?

When it comes to your website, you want to work with people who are as dedicated to your business values as you are.

With a marketing agency, you will encounter set business hours, development solutions, and an overall dedication to projects that you won't always find with freelancers.

Working with a marketing agency guarantees that you are dealing with web designers and developers who are completely dedicated to your project. This ensures that you aren't only getting the best quality design solutions: you're working with someone who will create a highly professional, easy to navigate website that will be delivered in a timely manner.

Without the necessary dedication, how can you be assured that your website delivers the performance that you need to promote your business online?

How can we help?

For over 25 years, CreativeWorks Marketing has been providing full-service marketing expertise, including branding, strategy, planning, social media, and content creation to small and medium-sized businesses.

Our team of in-house experts, including our expert web designers and developers, work as an extension of your own business to create a website that reflects the professional, competitive edge of your product(s) and service(s). As an award-winning agency, CreativeWorks Marketing

has a proven track record of offering solutions that maximize your online impact, delivering effective results.

Are you ready to work with an agency that can get the most out of your online presence through an impactful, professional website? Let's talk!

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