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News



4/28/03 - April 2003 Newsletter

Today, when people are interested in a company, they log on and visit that company's web site. Unfortunately, not every company worth checking out has a web site that does it justice.

Offer Too Good To Be True? This occurs more often with small companies than large. While major corporations would never consider it, many small businesses want to save money by using template web sites. We have all seen the offers "web site plus hosting for \$ 7.95 per month" or "web sites from \$19.95." When an offer appears too good to be true, it often is.

Any business that plans on being around for a while creates a corporate identity for themselves. A web site should be an extension of your corporate identity; meaning that the same color scheme and "look and feel" should follow through from your printed materials to the web and vice versa. You cannot accomplish that with templates no matter how broad a variety to choose from. And we seriously doubt if anyone is going to successfully create a corporate identity based on a web design template.

So those too good offers are for a hobbyist not for a business. Use templates when you want your site to look and interact like everyone else's. Moreover, template web site vendors often lack the ability to service them. This forces their customers to defocus from what they do well and become the web site designer, programmer and server expert. And then there are the hidden fees - template sites are difficult if not impossible to grow with your business.

Custom designed web sites that delight visitors and encourage prospects to close require a professional design team.

- Why custom? Because no two businesses are alike. Buying a template web site is like trying to fit everyone into the same sized shoes: It just won't work.
- Why team? Because a successful web site blends the talents of a web designer, web programmer and server administrator.
- Why RP Design? Because a full service design firm does the heavy web lifting, letting you concentrate on what makes your business money. As your business grows, so does our capability to keep your site productive.

Of Interest: Silly Americans continue to fall for Nigerian E-mail scams. As many as five Americans travel to the UK daily to meet with scam artists in London hotels, according to British Intelligence.

For more about small business web sites, please visit our site that focuses on them at www.minibizwebsite.com.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

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