



Part of the Podcast Series

insight • *solutions* • *success*

Before you leap into the Web:

History does not seem as important as it once did, now that we can witness real-time events. Reliving events from the past can be prevented by studying historical mistakes.

- ❖ *Myth*: If a business doesn't have a website it will fail
- ❖ Many business owners make a commitment to ecommerce with no roadmap
- ❖ Remember how the Gold Rush can mirror the "Cyber rush".

Web shoppers are becoming more sophisticated and therefore have: HIGHER EXPECTATIONS.

Consider the following:

1. What is attractive and functional (or not) about competitor's websites?
2. What is the cost of similar projects?
3. What services does this (above) estimate include?
4. Include monthly costs to host and maintain the site?
5. How is maintenance managed; internal or outsourced?
6. What is the web designer's technical expertise?
7. Ask, "Can I see your portfolio?"
8. How long will design take?
9. Ask references questions related to production time?
10. What technical support and security does the designer offer?

11. What kind of internet connection does the designer have?

Fools rush in where wise men fear to tread

Visit your local SBDC for no-cost, confidential advising services:

www.wsbdc.org; the advisor can help you find qualified website designers.