

WEBSITE BUILDERS VS. HIRING AN AGENCY

By dezinsINTERACTIVE

So you want to make a website. You can either choose the DIY route and create it yourself with the help of a website builder, or you can hire a web agency, like dezinsINTERACTIVE, to design it for you.

If you're just starting out, or if you're on a strict budget, you'll probably want to opt for a website builder. They're relatively cheap, there's a host of templates to choose from, the software is fairly intuitive, and the hosting fees are generally pretty inexpensive.

But, you'd be the one responsible for your site. This will take a lot of time and energy — time that would otherwise be spent working on your business. However, if you don't mind navigating through plugins, form integrations, and inputting content, it might be worth it.

Unfortunately, with website builders like Wix, Squarespace and several others, users don't have the ability to own a website. Likewise, users don't own the content. Because of this, when a user switches to a more extensive website builder, their content, blogs and files will all disappear.

Hiring a web designer is no doubt a pricier option but will yield better results. An agency will work with you to determine your goals and your customer base to create a website that not only looks great, but also gets great business. Web agencies are well versed in project management, design, development, branding, visual content and ongoing maintenance.

With an agency, you're paying to ensure that your site is delivered exactly how it should be, with all the features your customers expect, while staying on-time and on budget. Most agencies will assign a specific employee or

team to your project, who you can then hold accountable for meeting deadlines, communicating changes and feedback with the design and development team, and ensuring the entire process is as smooth and efficient as possible.

Keeping your website up-to-par with the latest security and plugin updates is critical. This can be the difference between a site that creates a positive customer experience, or a site that sends them straight to the competition. But fear not, an agency will be able to execute these necessary changes and updates.

Design professionals have years of experience and will easily be able to bring your company's vision to life — it's what they do. And while they're working on your site, you're able to focus on your business.

Websites are dynamic, complex platforms that require a sophisticated blend of interactive design, information architecture and content strategy. We'd love to bring our expertise to your next website. Ready to get started? Contact us at info@dezinsinteractive.com.

But, regardless of which route you choose, whether with us, another agency, or through a website builder, what's important is that you're taking the next step to better your business.



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