



Website Unit

Fancy vs Functional Sites for Business

A web designer and web marketer are two different jobs.

One job involves creating a unique branded experience that makes the client look great online. While the other is responsible for taking that wonderful looking site and making it work as a marketing tool.

I've seen some amazing looking sites that do absolutely nothing for the client.

That's because the sizzle of a sexy site has an instant appeal to folks who don't know any better.

An analogy I often make is that if you put a lawnmower engine in a Ferarri, it may look good, but it just won't cut it - literally and metaphorically.

Let me be clear - a great web designer is an amazing resource, and everyone should be lucky enough to have access to at least one.

But problems arise when a business, assumes that a web designer is also a great marketing resource.

If you are looking to save money on your site by hiring a designer - without a marketing person to assist with the functionality - find out:

What they know about search engine optimization

Will they do keyword research to help you create quality content Google will love?

Do they take care of proper page title tags and descriptions?

Will they set up your Google Analytics?

Will they create a proper site map and make sure you have an webmasters account with Google and Bing?

Are they including privacy statements and copyrights?

Are they blocking your content with a flash/splash pages?

Will they create a mobile version that works with iOS, Blackberry and Android devices?

Will they help you connect your RSS feeds to automatically update your various social media accounts?

All of these are important factors in building a successful online brand. Don't get suckered into fancy, when functional is what you really need to market yourself more effectively and drive sales.