

Title:

Maintaining Your Business Website

Word Count:

1084

Summary:

QUESTION:

Should I build and maintain my business Web site myself or pay someone else to do the work for

ANSWER:

When you say, pay someone else to do the work for you, Wesley, I am going to assume that you a

Keywords:

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Article Body:

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Should you build and maintain your business Web site yourself or pay someone to do it for you?

Remember this: every minute you spend on tasks that are not related to the key focus of your b

If you want to be a web designer, be a web designer. However, if the key focus of your busines

Case in point: I once had a very wealthy dentist ask if I could teach him how to maintain his

Many business owners think they can't afford a professionally designed Web site and that simpl

While it is best to leave Web site design and maintenance to the experts, it is up to you (or

Here's are a few questions that, once answered, will help ensure that your Web site's message

What Is The Purpose Of Your Web Site?

Most business Web sites have two purposes: (1) to educate the consumer and, (2) to sell them p

Who Is My Target Audience?

Your target audience consists of those folks you want to attract to your Web site: potential a

Put yourself in their shoes (or in front of their computers). Imagine your Web site through th

What Content Should My Web Site Feature?

Your Web site content should be driven by the nature of your business. If you're a real estate

What's My Competition Doing?

The last question you should ask is one of the most important: What is your competition doing

Remember, you're not stealing trade secrets here.

You're just borrowing ideas.

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