

WORDS OF WORTH

Fall 2010

While I've "rescued" my share of projects, it's better for both me and the client when the right team is in place from the start. This month's article takes a look at one of the more enduring barriers to finding that team when creating or re-doing your website.

The article is co-authored by Andrew Schulkind, of Andigo New Media (www.andigo.com), an outstanding online communications strategy and web development firm. The article emerged from a lunch conversation where we traded experiences about the problems companies unwittingly buy into when they "economize" in their choice of web designers and developers.

Five Reasons Why Your Nephew Shouldn't Do Your Website

In the early days of the commercial web, it was common for small to mid-sized companies that wanted a website to have it created by a young relative. At the time, it made some sense. There were few experienced web designers and developers around, the cost of a professional website was prohibitive, and young relatives understood more about the technology than their business-owning elders.

What's surprising is that 15 or more years later, many small and mid-sized companies are still having their site put together by their nephew/daughter/friend's kid just out of college, because "it's economical." It may control expenses, but it's a poor investment.

Your website is one of the first contacts prospective customers will have with your business. You don't want to put this project, so central to your marketing efforts, in the hands of an amateur or a newbie. Here's why:

- 1. Great art is not great graphic design.** Inexperienced web designers may confuse the two. Great art wants your attention. Great design helps focus your attention where it belongs. Effective web design needs to provide for intuitive navigation and well-organized information. It has to structure the site while being "invisible." Your nephew the design student is unlikely to have the skill that this requires.
- 2. A good designer has to understand your business.** In creating a website, design and technology are tools for meeting the needs of your business. They should follow, not lead. What leads is your message, and your message has to be based on a strong understanding of your business--your target audiences, your services and products, your positioning and differentiators.

Your message isn't just the text. It is also the website's look and feel, its color scheme and layout, the organization, the images that must play well with the words. The story you want to tell about your business must drive all other decisions.
- 3. Your website is not a nail,** so you don't want to hire a designer whose only tool is a hammer. New web designers and developers tend to have learned a "really cool new program" in their coursework. If that's their hammer, your website may be treated like a nail, whether or not the program fits your business requirements or is even compatible with your users' website browsers. (Flash, for example, is a really cool tool, but you might not want your site built with it anymore, because it's not compatible with mobile phones).
- 4. You don't have time for poor customer service.** Do you really want the work on your website done in the downtime from a job search, or between other gigs, or after day job hours? You are serious about your business, and you deserve serious service. Close relationships can make it hard to ask for what you want, and harder still to insist that something be revised until your needs are met.
- 5. Thanksgiving Dinner could get dicey.** Dinner with the relatives can be challenging enough, without having the web designer you had to fire, a.k.a. your sister's oldest daughter, glaring down the table at you (along with your sister and her spouse).

A professional design and development team will work with your to ensure that both the website and its development process meet your business needs. Now that's a worthwhile investment.

News Bytes

On our Desktop

Current and recent Jussim Communications projects have included:

- Web copy for a green cleaning products company
- Website copy and navigation for an online training company
- Developing copy and supervising logo development for a startup service business
- A quick social media consult for a consulting business
- Updated web copy for several ongoing clients
- A report on legal and regulatory issues involved in entering an overseas technology services market

To see samples of our work, visit our [Portfolio](#).

About Jussim Communications

Jussim Communications tells compelling stories for our clients. We create powerful copy, rooted in solid positioning of services, products or ideas. Our writing reaches the audience on many levels, including the emotional level where decisions are made. Our background in consulting, marketing and operations lets us quickly grasp each client's business and market. We develop:

- Dynamic marketing communications and web copy
- Newsletters and articles that educate your market and build name recognition
- White papers that establish your expertise and creativity
- Effective advocacy materials and grant reports

We would love to help tell your story. Call us at 718-788-3937 for a free initial consultation.

Learn More

To read more about Jussim Communications perspectives on marketing your business, organization, product, service and ideas, see the [News and Articles](#) page of our website.

Jussim Communications

718-788-3937

[Join Our Mailing List!](#)

Copyright 2010, Jude Jussim
You are welcome to quote this material with copyright intact

[Forward email](#)

This email was sent to jj@jussim.com by jussim.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

