

Why Cheap Web Design Is Effective

To succeed in business these days you need a website. It's really that simple. Companies who still don't have an online presence are losing potential marketshare, as well as credibility. A website says a lot about a business, therefore if you don't have one, people do not see you as a major player in this electronic age.

Establishing a website for your business need not be complicated, nor expensive. It is still a popular myth that you need to spend thousands of dollars to get a decent website. This is simply not true. Many reputable web design companies in Australia will design and develop your website for well under \$1000. There are plenty of examples where you can get a "starter package" which includes a 4 page website for only \$699.

That being said, for that price your site won't be an amazing corporate design with all the latest features and a back-end database. But for a small business looking to get online, with information about your services and contact information, a starter package is a cheap and effective way to go.

If you see cheap web design though, don't automatically assume that it's a good deal. There are a number of companies who provide "cheap and nasty" designs, and these will have a negative effect on your business. You may need to spend a few hours online searching for a quality [cheap web design](#) company, and there are a number of things to look at. Obviously price is an issue so find an affordable solution within your price range for the number of pages and features that you're after.

Another thing to look at is the companies design portfolio. This shows you what standard of site you can expect. If you don't like the sites they have done for other clients, don't get them to design your website. A testimonials page can also show if past clients have been happy with the work done for them by the web design company. Reading through these, or even emailing their other clients, to see if they were happy with how the whole project went, can be very telling. And don't feel bad about bothering someone to ask about the services they received. If they are pleased with the design they will be only too happy to refer you on, and by the same token, if they were unsatisfied, they will love the chance to warn you.

Once you find a reputable cheap web designer, you will have more money in your budget for other facets of your business. You may want to spend the savings on a marketing campaign, or utilise search engine optimisation techniques to help you move up Google. This will result in more visitors to your website, and as a result, more sales. The most important thing is to know your budget, and then find the best solution around for that price. Good luck.

About the Author

Elliot Dean provides information on [cheap web design](#) alongside his [cheap website](#) company

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