

## ***“Why should I pay you for Website Development & hosting when I can get it for less with XYZ Company?”***

Business owners and Decision Makers often hear about Web hosting options that sound like a great deal until they learn that the cheap alternative comes with tremendous drawbacks. Here are a few reasons why cheap Web development hosting isn't such a bargain:

### ***Website Development - Make sure you know what you're paying for***

**Just a Template.** You think you're getting a viable website, when all you're getting is just a template. Then you have to figure out the software, create the text, and figure out how to size and add your pictures. **And forget being search engine friendly - metatags, what are those!**

**Or Inexperienced developer.** A lot of people take a class or two in web design and think they are suddenly able to develop a website. Be leery of anyone who cannot provide you with samples of at least 20 websites they have developed. You want a professional, full time website developer who has been in the business for at least 2 years. Ninety percent of people selling websites have no clue what they are doing.

#### **Common Mistakes**

- **Keywords or**
- **Not Mobile Friendly**
- **No Title Bar or Title Bar doesn't describe page**
- **No description Tag, too short or long**
- **Inappropriate use of H1 tags, or none at all**
- **Page wrong width, not centered, or too short or long**
- **Keywords don't match text**
- **Insufficient content - majority of pages should have 250 to 450 words**
- **Overlapping text**
- **Not enough appropriate pictures - should show what you do**
- **Pictures distorted or take too long to load - resolution wrong**
- **Pictures not tagged or named properly, no alt tags**
- **Poor placement of navigation**
- **Broken links**
- **No service area, copyright, licenses or affiliations**

### ***What does it really include***

**Unauthorized Advertising.** To offset their 'discounted' prices, or "free templates: companies will often place distracting advertising banners and pop-up ads on their clients' Web sites without prior authorization.

**Full Up-front Payments.** Cheap hosts may require long-term contracts and will sometimes require the full amount of the site be paid in advance. You should never pre-pay in full. A legitimate developer will ask for 40% to 60% down, then balance on completion or specified time frame. Many companies do not complete your site in a reasonable time and sometimes it never gets finished.

**Hidden Costs.** The cheap hosting companies will often build additional charges for things like additional storage and higher traffic capacity onto its customers' bills. A good web host includes storage for thousands of images and volumes of text as well as unlimited hits/bandwidth, no matter how popular a site becomes.