



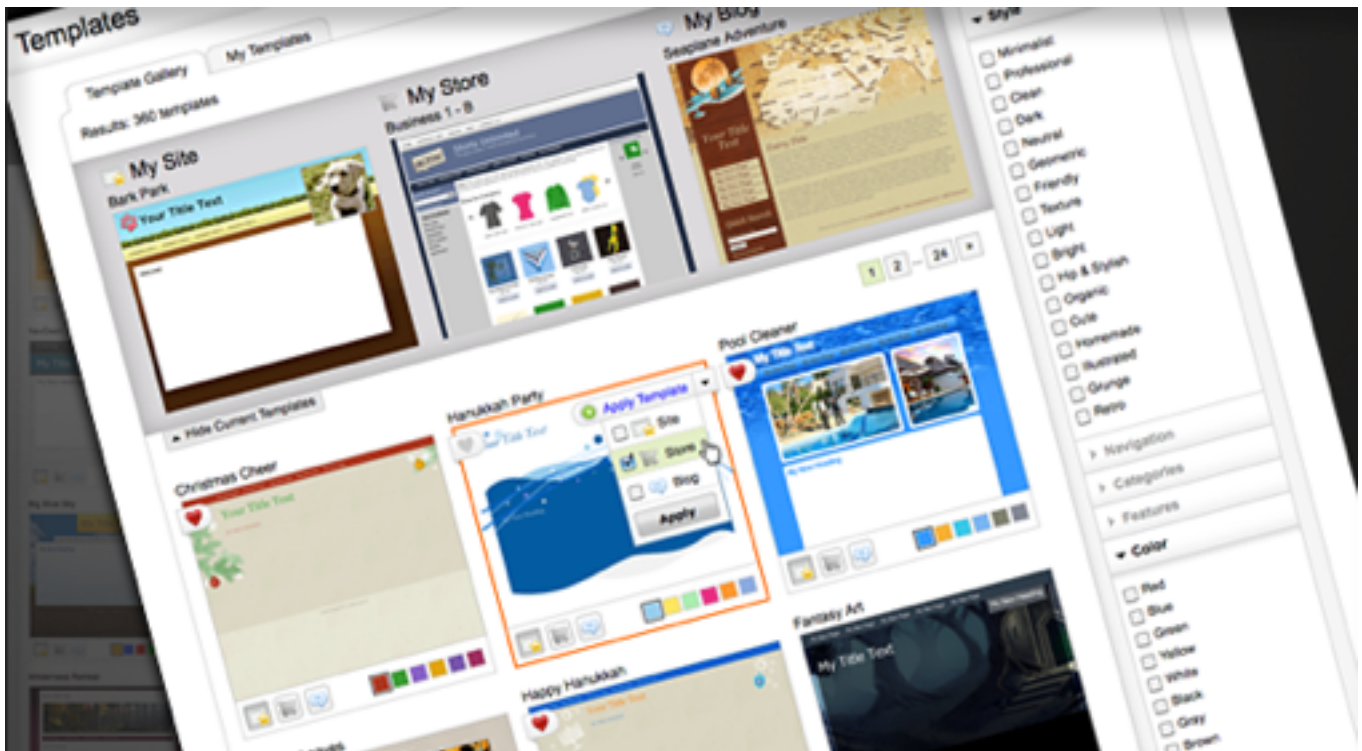
Building Your Website: DIY or Pro Designer?

Overview: Learn about the different site building options and which one is the best for you and your business.

In the past, building a website yourself required, at minimum, a solid understanding of HTML. Making a really beautiful site was even more involved; it fell out of the reach of most people.

Today, there are plenty of tools to build your own website or you can always still hire a Web designer. Understanding the benefits and drawbacks of each option can help you make the choice that's right for you, your business, and your budget.

Beginners: DIY without the Tech Skills



Pros: Easy and affordable, reduce costs by making your own site changes

Cons: Less flexible, templated design

There are several Web-based applications designed for people who don't have development experience. With these programs, you can insert images and add blocks of text similar to the way you

would using Microsoft® Word. They also allow you to customize templates with your company logo, product information and images. These quick-start layouts mean anyone can build a website without knowing HTML, PHP, MySQL, or any of those acronyms that make little sense to most of us.



Quick Solution: With [Go Daddy Website Builder™](#), you can create a site in as little as three steps, even if you don't have any technical or design skills

Intermediate: DIY with Some Tech Skills

Pros: Flexible design layout, robust functionality, affordable

Cons: Requires knowledge of HTML and CSS

Let's say you know some HTML and CSS, but you're not entirely sure how to put together a site from scratch. Knowing basic code means there are a lot of options for building your website.

One of the most popular options for tech-savvy folks is WordPress®, an open-source content management system (or CMS if you love acronyms). Most people associate WordPress with blogs, but it's become a powerful and robust application for everything from artistic portfolios to business websites.

! Interesting Fact: WordPress is “open source” software, which means users are free to view, change, and distribute the code.

One of WordPress' biggest advantages is the themes that create a “skin” for your website. Changing a skin means you won't modify any of the content on your website, just its appearance. WordPress also offers an enormous number of plugins that are easy to install and do everything from improving your site's performance to translating it into different languages.

But one of the biggest benefits to WordPress is that it's free – you just need a safe, reliable company to host your website, such as GoDaddy.com.

Enterprise: Hire a Web Designer

Pros: Get exactly what you want

Cons: More costly than site-building applications, might need help to make updates

Many business owners choose to have someone build websites for them. Although it's the most expensive option, hiring a professional Web designer ensures you get exactly what you want.

The price of a website built by someone else can run anywhere from a couple hundred dollars to tens of thousands (for a large corporate website). It's also important to consider maintaining your website. Some website designers simply create a site and hand it over for you to manage; others offer to manage your site for you, usually for an additional cost. There's a benefit to having someone else manage your site, but it can get expensive and you have to wait to get your site updated.



Quick Solution: Services like the [Dream Design Team](#) will create, host, and manage your site for an affordable monthly fee, without a big up-front investment.

The Best Website is the One That's Right for You.

It seems like common sense, but some small business owners get swept up in the choices – they're convinced that they need a completely unique site, but don't factor in the costs of custom design. Or they're convinced that they can manage their own website, but never seem to have enough time to do it. If you take a realistic look at your business and the time and money you're willing to invest in a website, the choice of DIY vs. professional designer should become clear.

Looking for more advice? [Click here](#) to return to the Go Daddy Small Business Center.
