

How to build a good business website

Planning or redeveloping your business's first website can sometimes be a difficult process. How much should you spend? Who should do the work? Will the project take up too much of your time?

Once a site is built, businesses often realise that the project has taken more time and cost more than expected, and doesn't deliver the required results. But it doesn't have to be that way. Web projects can run smoothly and the end result can add real value to a business if you have a good process which starts with defining requirements.

If you feel you don't have the necessary skills, seek help at an early stage. Attend a course, ask a trusted adviser for help or seek support through a State body, such as a Local Enterprise Office, or from a business network or association.