



KEY MEDIUM
productions

DESIGNING YOUR BUSINESS WEBSITE:

DIY OR HIRE A PRO?





THE BURNING QUESTION: ME OR THE PROS?

YOU'VE GOT THE NAME. YOU'VE GOT THE LOGO. YOU'VE GOT THE CONCEPT. TIME TO BRING YOUR PRODUCT OR SERVICE TO THE WIDE WORLD OF THE WEB. EASY, RIGHT?

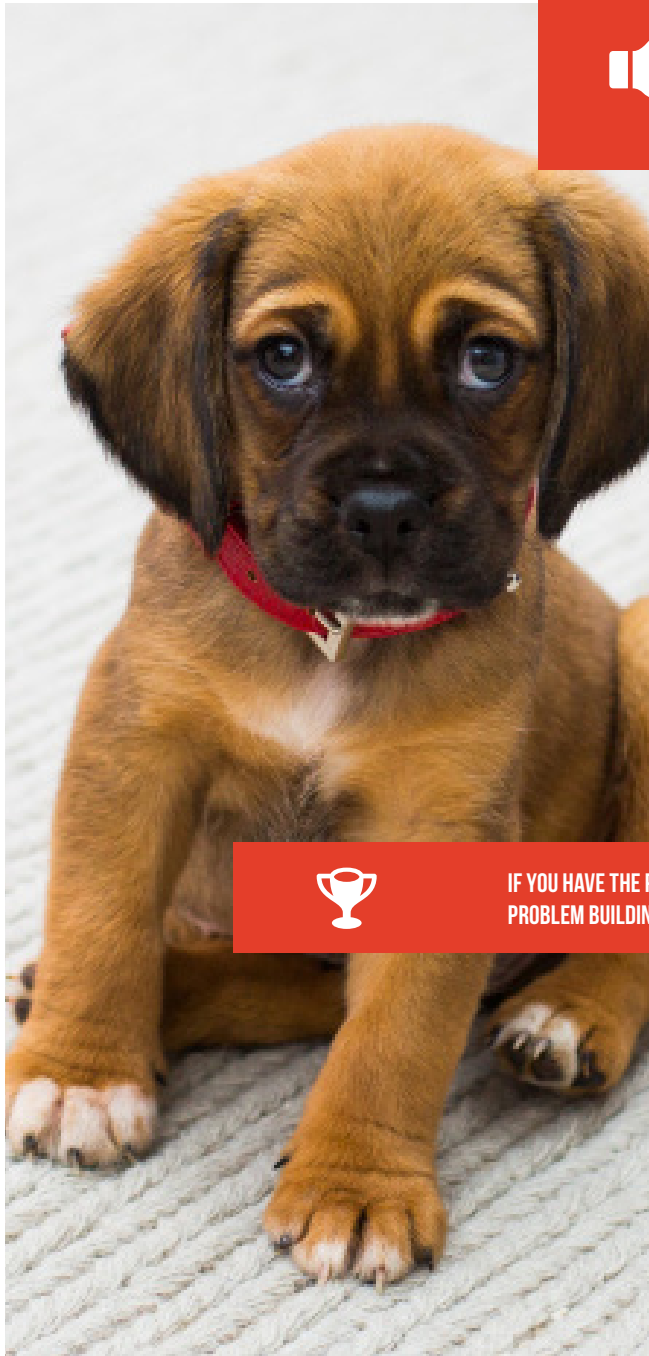
Even with the online website builders like Wix, Weebly, or Squarespace, creating a website takes a lot of one of life's most valuable commodities – *time*. Plus, some of the features these drag-and-drop type website services offer are pretty limited. That's not to say do-it-yourself website builders aren't

handy. They're an excellent option for folks with low budgets or who need an online presence in a hurry. On the other hand, professional web designers are tuned in to all the latest trends, can help you easily track analytics data, and know how to make Google happy. An experienced web designer will typically register

your domain and host your website for you and can create something completely custom and user-friendly. So, between creating a website yourself with a website builder or hiring a professional, what is the better choice for you and your needs? We'll break down each option in more detail.

DO IT YOURSELF WEBSITES: ARE YOU SURE YOU HAVE WHAT IT TAKES?

THERE'S ONE CRUCIAL QUESTION YOU SHOULD ASK YOURSELF BEFORE DIVING INTO YOUR WEB DESIGN PROJECT: "HOW VALUABLE IS MY TIME?" YOU WILL NEED TO INVEST A LOT OF WORKING HOURS BEFORE PUSHING THE 'PUBLISH' BUTTON. THE FOLKS AT [WEB CREATE](#) SAY, "YOU NEED TO PRIORITIZE YOUR TIME FOR PLANNING, BUILDING AND QA'ING THE SITE AS WELL AS CONTENT DEVELOPMENT," ON TOP OF YOUR OTHER DAY-TO-DAY TASKS.



WEBSITE BUILDERS ARE BEST SUITED TO BUSINESSES THAT FALL UNDER ONE OF THESE CATEGORIES:

- **BLOGGER**
- **STARTUPS**
- **MOM AND POP SHOPS**
- **IDEA OR CONCEPT**
- **SMALL NON PROFITS**
- **HOBBYISTS**

It's important to note that creating a website is not just a one-and-done type job. To use an adorable analogy, a **website is like a puppy.**

- Instead of kibble, you have to continuously feed your website fresh and engaging content.
- Instead of dog training, you have to keep your site optimized and up to par with the latest Google algorithms and SEO tactics.
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IF YOU HAVE THE PATIENCE, TIME, AND DEDICATION TO TRAIN A PUPPY, THEN YOU SHOULD HAVE NO PROBLEM BUILDING YOUR OWN WEBSITE. WE'VE LISTED OUR PREFERRED BUILDERS BELOW:

- 1. SHOPIFY: BEST FOR ECOMMERCE WEBSITES**
- 2. WIX: BEST OVERALL WEBSITE BUILDER FOR FLEXIBILITY**
- 3. SQUARESPACE: BEST FOR DESIGN ORIENTED WEBSITES**
- 4. WEBBLY: EASIEST TO USE (DRAG AND DROP FEATURES)**

HIRING A PROFESSIONAL WEB DESIGNER: WHAT YOU CAN EXPECT

SINCE WEBSITE BUILDERS ARE SO AFFORDABLE AND EASY TO USE, YOU'RE PROBABLY WONDERING WHY YOU SHOULD EVEN BE READING THIS SECTION. TRUST ME – YOU'LL BE GLAD YOU DID. LET'S START WITH AN INSPIRING QUOTE FROM INVESTOR EXTRAORDINAIRE, WARREN BUFFET: **"EVERYTHING IS BASED ON OPPORTUNITY COST."** WHAT DOES THIS MEAN WHEN IT COMES TO YOU AND YOUR WEBSITE? [THOMAS DIGITAL](#) BREAKS IT DOWN FOR US:



“Opportunity-cost would think, “All right, so I have this money. I can do one of many different things, including getting a Squarespace website, a do-it-myself, hire a custom website designer, hiring someone overseas, what have you. And then out of all those decisions, which one will bring me in the most net profit overall?”

Your [friendly Philadelphia web design company](#) has outlined a few tips when it comes to choosing a web design company and make sure you'll see a return on your investment:

TIP 1

Look for case studies of the agencies you're considering that quantify the results of their web design. **Even a great design can fail if the strategy and planning is poorly thought out.**

TIP 2

Don't pay too much. A great website is made from the same code that everyone else is using. Don't be fooled by fluff and tech jargon. **Quality and results are what matter in the end.**

TIP 3

Don't pay too little. Chances are, any website designer that charges less than \$1000 is a basement freelancer trying to make ends meet by posing as an agency. Remember: **Opportunity-Cost.**

TIP 4

A great web developer has a thorough strategy. They know who your clients are, what they're looking for, and what action they should take so that **YOU make more money.**



HOW KEY MEDIUM CAN HELP

AFFORDABLE WEB DESIGN SERVICES

WHETHER YOUR WEBSITE NEEDS A COMPLETE OVERHAUL, A MODERN MAKEOVER, MAINTENANCE, AND ENHANCEMENTS, OR A NEW DIGITAL GAME PLAN, OUR PHILADELPHIA WEB DESIGN SERVICES ENSURE THAT YOU GET WHAT YOU NEED AT AN AWESOMELY AFFORDABLE RATE. WE BREAK EVERYTHING DOWN INTO THREE EASY STEPS:



BRANDING & WEB DESIGN

[LEARN MORE →](#)

We believe in bold branding, seamless user experiences, and love at first site. One of the most common factors of a successful business is its ability to stand out.

- Website Refresh with user interface refinement
- Digital marketing collateral such as display ads, Ebooks, emails, and more
- Company rebranding, collateral designs, branding guidelines, & more
- Get a Intuitive User Interface & Experience Facelift

[GET YOUR WEBSITE REFRESH TODAY →](#)

Key Medium offers affordable digital strategy services to help your business website become your most valuable revenue stream. From lead-generating content to site enhancements that sell, we take a data-based approach to digital strategy so you can grow a loyal customer base easily and efficiently.

- Strategic Roadmapping
- Copywriting & Editing
- Tactical SEO Services
- Lead Generation & Conversion Rate Optimization
- Digital Campaign Starter Kit

[GET YOUR FREE DESIGN CONSULTATION →](#)

Make your decision easy and cost-effective. Key Medium offers affordable web development services for businesses, startups, nonprofits, and government.

- Complete Custom Website
- Maintain continued engagement with current customers
- Optimize Your Website
- Boost revenue through a simple and seamless online experience
- Reach New Customers



WEB DEVELOPMENT

[LEARN MORE →](#)



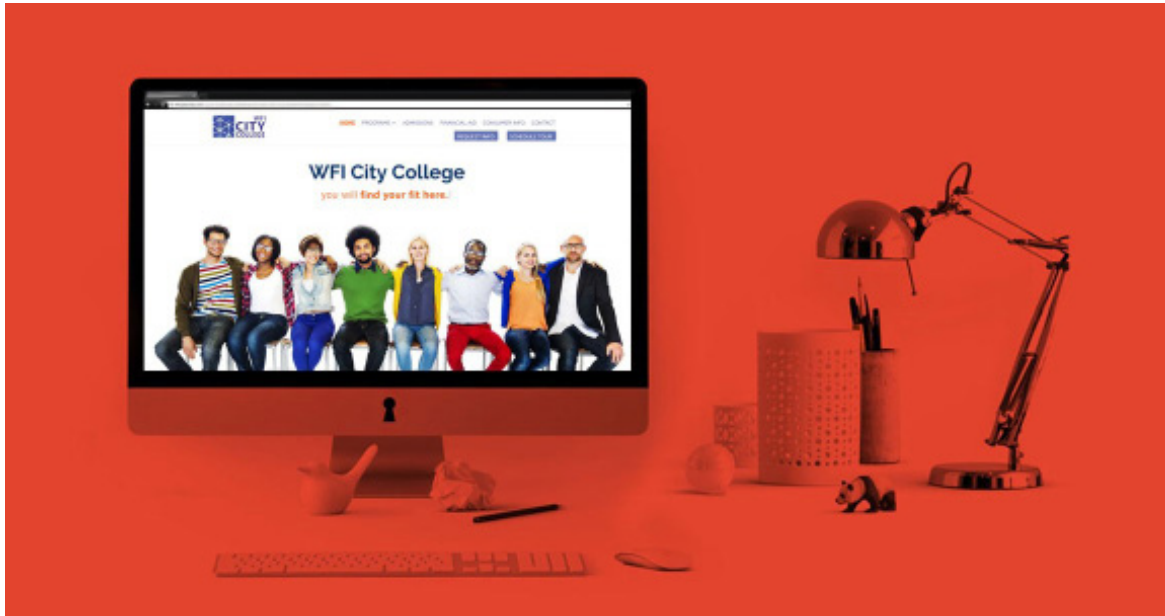
STRATEGY & CONSULTING

[LEARN MORE →](#)



DON'T TAKE OUR WORD FOR IT

HOW OUR WEB DESIGNS BROUGHT SUCCESS TO CLIENTS LIKE YOU



THE WORKFORCE INSTITUTE'S CITY COLLEGE

AN AWARD-WINNING, REFRESHED NONPROFIT COLLEGE BRAND

The Problem

WFI City College was receiving zero enrollment leads, they were facing accreditation issues due to lack of access to information – thanks to an unsustainable website platform from PHMC (Philly's largest nonprofit) – and were in the middle of a brand identity crisis.

They also lacked a marketing strategy and the college's website was dated and unappealing.

Our Solution

The solution to their dated brand, website, and lack of an integrated marketing strategy led to the creation and execution of a SMARTER marketing strategy and a brand-new website. We worked with PHMC to migrate from under their purview, delivered a brand refresh, along with an integrated strategy – complete with a website overhaul that provided prospective students with access to information through a robust WordPress platform.

Our Results

- **Traction.** In the first month, the launch campaign generated nearly 100 calls and a dozen qualified enrollment leads – with over 100k impressions.
- **An Estimated 16:1 ROI.** Direct enrollment attributed to the new website platform paid for itself 16 times over following launch.
- **Accessible Information for Prospective Students**
- **Results Within 48 Hours**
- **Record-Level Organic Search Impressions.** 1000% increase in search impressions within the first month of launch.
- **Smooth Migration from their Legacy Platform and Webmaster**

[EXPLORE THE FULL CASE STUDY →](#)



NEW JERSEY DEPARTMENT OF AGRICULTURE

AN INTERACTIVE, AWARD-WINNING BRANDED GOVERNMENT WEBSITE

The Problem

The State-developed website was hard to keep fresh as it was a nightmare to maintain on the backend. It was not user-friendly on the front-end as well, making it extremely difficult for eager consumers to find where fresh, locally grown produce is available. The State of New Jersey needed to redesign the government website so that it will become the go-to resource for those people interested in supporting local produce and farming businesses in New Jersey.

Our Solution

Princeton Partners and the New Jersey Department of Agriculture sought Key Medium's expertise in creating successful digital experiences to radically rethink the new website. Our joint team of experts transformed Jersey Fresh into a fully realized online experience designed to inspire residents to take pride and feel excitement in bringing the best of what local farms have to offer into their homes.

Key Medium worked directly with the Marketing Division to develop a database-driven, user-friendly branded government website – to connect farmers with consumers about the availability and variety of fruits and vegetables grown in New Jersey.

Our Results

- Attract new consumers with its user-friendly features, with nearly 10k consumers reached in just the first month.
- Enable staff to easily and efficiently keep the new website fresh.
- Transform into an interactive brand platform and digital experience – to assist consumers in experiencing locally grown produce.

[EXPLORE THE FULL CASE STUDY →](#)