

To: Elizabeth Bayley (as a web developer in my company)

From: Gabriel Larson

Subject: Explaining to customers why web developers are superior to DIY web software

Date: 11/7/2016

This memo will address and educate regarding “do-it-yourself” (DIY) website software. The software has simple templates and allows users to create content and images easily. These programs are not professional, though there is a concern that they could drive away business from our company due to ease and low cost. In this memo, I will review how to convince customers to work with our company by describing our services that a DIY software cannot provide. Please educate yourself on this topic. The information will provide you with an idea of how to sell our services as necessary over a DIY software. Some reasons to keep in mind are professionalism regarding look and usage, receiving the services the customers pay for, time consumption, and better customization than a DIY software.

Professionalism

Professionalism is a major concern when it comes to this topic. You may ask “could I do your job without proper experience?” to get them thinking. For example, if someone with a web development background were to pick up a tool of their (the customer) trade and try to use it, they would follow the instructions, but something will likely go wrong. The point is that we have the experience and knowledge necessary to design and create websites at ease. Remind customers of when they are considering to go the DIY track that we have experience to make Websites operate and appear professional. When you need a suit, you go to the tailor, when you need a website, you come to us.

You get what you pay for

Potential client/customer are sometimes convinced that a DIY software is cheaper than hiring a professional web development firm. Any person may be able to put together something that looks reasonable, but most likely something behind the scenes is working incorrectly due to a lack of knowledge and experience. So even though it may look alright, it may not function correctly. Relying on a DIY software is like buying a cheap imitation.

Time consuming for you, but it's our job

While a computer savvy person can create a website, they still have to allocate the time to do so. Our job is to spend time on websites, making them work to the fullest capacity, while the client's job is to run their business. The time spent creating a website takes away from their valuable time to growing their business.

Better Customization

A crutch of DIY software is that, if used, the website will look just everyone else's. There are few templates and customization options, but with a web development firm, complete customization is offered and we make your site unique. Clients want something that "pops." It is far more difficult to be effective in marketing your company when your website looks the same as your competitor's.

Conclusion

When discussing our services with potential clients about our services, you should always keep the following points in mind:

- We have the experience to make your website look professional and easy to use.
- We have the time to get it done well.
- Utilizing our services will allow for more customization than a DIY software.

Please implement the information you learned in this memo when marketing your services to clients. I have attached a list of websites to help you better understand the drawbacks of DIY software's and show the need for the development services we provide.

References

"Custom Web Design vs Website Templates Web Page Mistakes." *Custom Web Design vs Website Templates*, www.webpagemistakes.ca/custom-web-design-website-templates/.

"7 Reasons Front End Web Development as Your Career ..." acadgild.com/blog/7-reasons-to-choose-front-end-web-development-as-your-career/.

"The Demand of the Web Developer." *Cheeky Monkey Media*, cheekymonkeymedia.ca/blog/demand-of-web-developer.

"Do-It-Yourself Websites: Worth the Bargain?" *Marketing and Web Design for Professional Services*, imaginedc.net/do-it-yourself-websites-worth-the-bargain.

"Pros and Cons of Building Your Own Website." *Digital Dementia*, digitaldementia.ca/node/19.

@Adjsays. "Why You Should Hire a Professional Web Agency Rather than Do It..." *I Am Andrew Johns*, Dec. 2012, andrewjohns.net/writing/industry-articles/why-you-should-hire-a-professional-web-agency-rather-than-do-it-yourself/.

Suggested Websites

BuycPanel - Learn the Facts: DIY Website Builders

Link: <https://www.buycpanel.com/learn-the-facts-diy-website-builders/>

Start Digital – why you shouldn't use a DIY website builder

Link: <https://startdigital.com.au/shouldnt-use-diy-website-builder/>

Comporium Media Services - Why You Shouldn't Use DIY Website Builders: Part 2

Link: <https://www.comporiummediaservices.com/shouldnt-use-diy-website-builders-part-2/>

Imagine - Do-It-Yourself Websites: Worth the bargain?

Link: <http://imaginedc.net/do-it-yourself-websites-worth-the-bargain>