6 CRITICAL QUESTIONS TO ASK

BEFORE YOU BUILD A NEW WEBSITE

Save money and launch sooner
by tackling these questions first

Signalfire
creative marketing

DOES MY BUSINESS
NEED A NEW SITE?

Most websites are ready for a redesign after three years, but it will vary depending on your business.

- Having trouble making simple updates?

- Performance dropping or fewer leads?

- Doesn't reflect your business today?

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NEED HELP EVALUATING YOUR SITE?

Signalfire will give you a FREE site evaluation and consulting call. Just ask in the comments!

HOW MUCH WILL IT COST?
HOW TO BUDGET

Depending on the site platform, complexity of the site, and other integrations your website will typically **start** at several thousand dollars.

★   **DIY** (Wix, Squarespace, Shopify)

     $1,000 to $10,000

★ ★   **Built-for-You** (WordPress, Web Flow)

     $7,000 to $50,000

★ ★ ★   **Enterprise** (Drupal, DNN, Magento)

     $20,000+

HOW LONG WILL IT TAKE?
TIME TO BUILD

Basic websites can be done in several weeks **(if you have your content ready)**, but more integrations and features will increase development time.

★ **DIY** (Wix, Squarespace, Shopify)

Starts at 4 weeks

★ ★ **Built-for-You** (WordPress, Web Flow)

Starts at 3 months

★ ★ ★ **Enterprise** (Drupal, DNN, Magento)

Starts at 6 – 12 months

SHOULD I WRITE MY OWN CONTENT?
WHAT TO SAY

Signalfire can help you write online content. Even for complex topics like engineering and manufacturing processes.

But if you do write your own content:

- Are you refreshing the text or writing fresh?

- Do you have time to write and review?

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CONTENT KILLS TIMELINES

Most businesses think they will write their own website content. Hours of time and weeks of delay can be saved by trusting a pro!

DO I HAVE GOOD IMAGES?
PICTURES & VIDEO

The difference between an average site and a game-changer? Pictures and video. 15 year old shots of the shop floor won't cut it!

- How recent are your pictures and videos?

- Do they show your people AND process?

- New products, services, or equipment?

NEED SUPPORT AFTER LAUNCH?
KEEPING IT FRESH

Adding news stories and keeping key business details up-to-date! Signalfire supports our websites beyond the site launch with hosting and maintenance.

- Keeps software up to date

- Checks security and backups

- Updates website content as needed

- Options for SEO/AEO and traffic reporting

DOING NOTHING DOES MAKE IT WORSE

Click below for our free
WEB PRICING CALCULATOR

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