

Five Pitfalls of Hiring Personal Friends to Build Websites

Many people have friends or relatives who can build websites that perform well. However, we often hear from customers joining us that it didn't work out as planned. Here are the pitfalls we hear about most often.



A Site That's Two Weeks Away - Every Week

Friends and relatives genuinely do want to help, when they offer to build a website. But if they discover they don't have the time or skills, both sides feel uncomfortable backing out of the agreement, leading to months without a site.



The Wrong Look

Independent repair shops are small businesses in a highly competitive industry. They require a specific design style - one that provides information quickly.



Too Little Information

If you want to search well for dozens of services, you need dozens of pages of content. Most web designers can't write this much about vehicle repair, so they provide only a couple of basic pages, or worse, re-use copyrighted content.



A Stagnant Website

Search engines penalize sites that aren't updated. Friends and relatives may not want to update the site continuously with new images and content.



Outdated Shop Information

If the site isn't kept up-to-date with service hours, shop staff or services provided, that bad information can lead to angry customers and conflicting information online.

Failing to make frequent modifications could cause you to be pushed below active competitors in the listings and cost you business over time.

