

06/10/09 - 10 Things Your Business Should Know Before Starting a Website Project

I recently stumbled across a pretty good blog article by a [Swedish web professional](#) entitled "10 things businesses should know before building a website". It's covers some points worth considering before you get involved with any web development company.

The tips are excellent, and all web professionals are likely to have clients who could learn a lot from Esther's list of tips:

1. Understand what you want.
2. It costs more and takes longer than you think.
3. A Website has several pieces. Don't cut corners.
4. Balance glitz and guts.
5. If you build it, they won't necessarily come.
6. Avoid bit decay: the site needs maintenance.
7. Treat the Web team as professionals.

Clients often overlook some of these factors (not thinking about number 5 can be especially jarring when an new product launch fails).

[Read the full article](#)

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