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HAMILTON BRADSHAW
Investing in people with passion

Logging on to the right web presence

**Ask
James**



James Caan

Dear James,

I HAVE started a small business, and the main issue is technology. Our first developer didn't deliver, and web development is a minefield. How can I find someone who will deliver but won't cost the earth?
Maria

progress and steer if necessary.

■ *For more tips and advice, download James Caan's free Business Secrets app*

WEB development is a crucial, yet sometimes costly, part of running a business, so shop around carefully. Many places advertise on the internet. Another option is to tap into your network – do you know anyone who has recently had a website built? Look to attend local business clubs and trade events, where you can make contact with or be directed to a web developer.

Think carefully about what you want developed and what your budget is. This will help you decide whether to use an agency or a freelancer. Agencies provide a support team but can be more expensive than a freelancer.

You can also look at websites you like, and try to find out who built them. Web designers often work closely with developers, so see if they can make recommendations

Meet any developers at least a couple of times to see how well they can get to grips with what you want. Have a plan mapped out – the website should be based around what you want. When you have picked the agency or individual, hold meetings at which you can view