

Which Is Best: Training Dreamweaver Personnel Or Contracting for Web Design?

In today's business climate it is mandatory to have a company web presence. From a one-page brochure site for lone contractor to a sophisticated catalog order application with hundreds of pages, you need to be online for customers to find you. Some companies hire web design companies to create their site while others use internal personnel. Which is the better choice for your company? Hiring a Web Design Contractor Contracting with an outsourced web design firm makes the process simple. Many design firms also offer hosting or have agreements with third-party web hosts, removing one step in the process of getting a site up. Web design methods range from simple templates to completely custom-designed sites. Most projects fall somewhere between these two extremes, using methods from both. Buying a template-designed site is quick and inexpensive. The customer chooses from one of several standard templates, provides the text to fill the pages, and is done. The down side to these kinds of sites is that they look just like every other site out there. Custom designed sites are just that. Every page, every graphic, every Flash animation is built just for your company. You end up with a site that has a unique look and strengthens your brand, but you also end up with a substantial bill for the number of hours it takes to create such a site. One significant drawback to using a third-party contractor is the lack of control. Once your site is up, you have to keep going back to the design firm to change it, often incurring substantial fees. Some changes you may be able to make yourself, but if you were trained in web design you wouldn't be hiring another firm. Training Dreamweaver Personnel It used to be that only the largest companies had dedicated web design employees because websites were difficult to create and required substantial training. Dreamweaver has made web design accessible even to non-technical people, making site creation no harder than writing a letter in Word or creating a presentation in PowerPoint. Dreamweaver is easy to learn and most users can create simple sites very quickly. Despite its ease of use, the software has significant depth and a wide range of features that allow advanced web design projects. Training Dreamweaver users allows them to discover these advanced features, opening up advanced possibilities for site functionality. Even small companies are seeing the advantage of homegrown websites. They have full access to their own site without needing to go through another firm. They can change content at will and see those changes reflected immediately. Most companies find that the cost of training Dreamweaver users is less than hiring web design firms. In return they get internal experts and a website that can evolve and change as the business does.

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