



Would you buy a car without seeing it first?

Cardiff Web Site Design company Lobster Web Design offer a free concept design service and an affordable web design service for small businesses in South Wales, UK.

([PRWEB](#)) November 23, 2004 -- I doubt very much if anyone other than the most rich and famous would possibly even consider buying a new car without so much as having a test drive first. If you're going to spend thousands of pounds on a vehicle to transport you, your family, your children, you want to make sure that the car will do all that in comfort, safety and be a pleasure to drive. Oh, and it also has to be the right colour!

Therefore, its fascinating how many people (when acting as business decision makers) will purchase something as vital to their business as a web site without checking out even as much as the website designers other work before hand.

Most of the business owners I've come across in recent years tend to have the opinion that their web site is something they just have to have these days - "everyone else has one so we have to have one" attitude. Very few really consider why or if they even need a web presence.

I believe this is why you see so many small businesses with poorly designed sites which say little more than who the company is and how to contact them. Often these brochure sites have been created by a current employee with an interest in web design or a family member. This type of business owner will never consider what an appropriate cost for their site might be and will look for the cheapest option, typically under Â£1000.

But then there are the other business owners who will spend thousands on a new web site without seeing any evidence of the designers other work and usually wont even see what the designer has in mind for their new site. Going back to our car analogy, this is like going to a car showroom and handing over thousands in cash and asking the salesman to pick the car for them.

So why is it then, that people who will check every detail of a car before buying it will then go and be reckless with company money?

South Wales based Lobster Web Design don't believe web site design has to be like this.

Working on the principle that you should only ever pay for what you can see, Lobster Web Design are now offering a free web design concept service to small businesses in South Wales, UK.

"As a company, we don't want to spend money unwisely ourselves. So we always check we're getting what we pay for before signing the cheque" explained Lobster Web Design director Russell Davies.

"Whether its something low cost like stationary or more expensive such as a new pc or server, we always make sure we're getting exactly what we need from our suppliers. It's human nature."

Lobster Web Design are committed to offering a professional and personal service to its clients which is why they have come up with a new scheme to ensure clients only pay for the web design they want.

"We want our clients and our prospective new clients to judge us by the work that we do and there is no better



way to do that than to show them what they are going to get before they agree to spend their money", continues Russell.

And to make sure the client gets a site that will work for them, Lobster Web Design give them as many options for the site as possible. Whether it's on-line purchasing and credit card facilities or a secure area for their clients to get exclusive information, they believe that clients should have all the options presented to them before making their final decision.

"Its just like buying a car, you get offered all the extra options and can choose the colour, body trim, interior fabric etc and then its up to you to pick the car you want" explained Russell.

And Lobster Web Design certainly do offer good value for money. A recent re-build for South Wales sports memorabilia company Sportscasts (www.sportscasts.co.uk) included a complete re-design of their existing site, new hosting arrangements, a comprehensive stats package, introduction of an on-line shop and a database driven news function all for under Â£2000 plus V.A.T and was completed within 2 weeks (long before the proposed launch date of January 2005).

"Sportscasts originally didn't want to re-design their site but when we showed them what they could have and the costs involved they agreed it was worth the expense".

"We don't feel comfortable charging the sort of rates that other web design companies charge when the reality is, with modern design techniques web site creation actually doesn't take that long" explained Russell.

"We charge an honest rate for an honest hour. That's our motto. And with our concept design service showing you what you will be getting for your money, we really think that we offer excellent value for money".

You can check out some of Lobster Web Design recent work on their web site www.lobsterwebdesign.co.uk or why not just contact Russell direct on +44(0)870 762 3087 and ask Lobster to prepare a free concept for your site?

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Online Web 2.0 Version

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