

A silver laptop is open on a wooden desk. The background is a blurred bookshelf with various books. The text is overlaid on a semi-transparent white band across the middle of the image.

7 ROADBLOCKS TO BUILDING A WEBSITE

(and how to overcome them)

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INTRODUCTION

With around 991,182,603 websites in existence (give or take a few), websites shouldn't be that hard to build, right?

Wrong.

Actually, building a website is hard for that very reason— with about a billion websites on the internet, driving traffic to a single website is like trying to hit a bug in a snowstorm with a BB gun. Building a successful website is no longer about just having something important (or entertaining) to say or a swoon-worthy product to sell. If you don't have the right domain name, someone else will. If you're not mobile-friendly, someone else will be. If you don't...well, you get the picture.

But thanks to the billion websites out there, the roadblocks to building a website are at least predictable. And predictable roadblocks become more like mastering the 500m hurdles than hitting that bug. So what should a new website owner expect? These seven roadblocks might be common, but they can be overcome.

ABOUT US



Tom Francis heads up the editorial team at [ITpages](#). He has been a self-employed web designer, web developer and online consultant since 2000.

Away from the office Tom can be found riding his beloved motorbike, negotiating with his 2 year old daughter or drinking red wine (often in that order)!

Have a question or comment about anything you read in this guide? Send Tom an [email](#).

THE ROADBLOCKS

Roadblock #1: [Choosing a domain name](#)

Roadblock #2: [Choosing a website builder](#)

Roadblock #3: [Going mobile](#)

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Roadblock #5: [Writing website content](#)

Roadblock #6: [Finding \(or taking\) high quality images](#)

Roadblock #7: [Generating traffic](#)

ROADBLOCK #1: CHOOSING A DOMAIN NAME

The Roadblock:

Thanks to the nearly one billion websites out there, the options for domain names are much more limited than what they were five years ago. That limitation often pushes new website owners to making a common mistake choosing their domain name, in order to find a unique one.

But, choose a bad domain name, and potential customers may not remember your site name. They may mistype it, and end up on an error page. Or even worse, they may mistype it and end up landing on your competitor's website instead.

The Solution:

Before you settle on a domain name, make sure it hits all the right points. A good domain name should be:

1. **Easy to remember.** Encourage repeat visits by choosing a name that's catchy and unforgettable.
2. **Easy to pronounce.** Don't diminish your word-of-mouth traffic by using a name that's impossible to say. For example, how do you pronounce a symbols like “-”? Not easily.
3. **Short and easy to spell.** No one is going to want to type `www.supercalifragilisticexpialidocious.com` into the address bar. Okay, so maybe that's a bit dramatic, but there are plenty of websites out there with names that take too long to type.

4. **Unique.** Don't accidentally send customers to www.tshirtdesigns.com when you really want to send them to www.tshirtdesigns.net or www.t-shirtdesigns.com. Make sure the domain name is unique enough that misinterpretations don't land them on a competing website.

We recommend [GoDaddy for registering domain names](#) - they have a great domain name search wizard to help you find your ideal domain name and their prices are rock bottom.

ROADBLOCK #2: CHOOSING A WEBSITE BUILDER

The Roadblock:

With so many websites out there, there's a big demand for good website builders, which creates a big market for companies all too eager to assist in building another website.

Many DIY website builders are great, others are overpriced and some have horrible help centers. Website builders have different features, which can make one business owner's favorite website builder someone else's least favorite.

The Solution:

Don't just choose the first website builder you come across. Compare options carefully, while considering:

1. **Features** – Some website builders are designed to cover a range of different types of sites, while others have a more specific purpose. For example, Shopify is great for selling online, but not for a restaurant website. Make sure you choose a website builder in the right category: general business or online stores.
2. **Ease of Use** – Some website builders are insanely simple to use. Others require a bit more time to learn. If you don't know your way around computers, put a high priority on finding a website builder with a good ease of use rating.
3. **Support and Help** – Building a website is a frustrating experience, so it's a good idea to have someone to turn to. And

by someone, we mean a help center that responds within 24 hours.

4. **Price (and hidden costs)** – There's a big price range for DIY website builders. Some cost less than a daily cup of coffee, while getting all the features for an online store can be over \$100 a month. But there's more to consider than the monthly price. Check to see if that price includes a domain name and email. For online stores, make sure an SSL certificate is factored into the cost.

Read our [reviews of all the best website builders available](#).

One more solution—learn to recognize when what you are looking for isn't a DIY job. Most website builders work very well for displaying information and selling products. However if you need a highly complex website or any number of less common features, consider hiring a website programmer.

ROADBLOCK #3: GOING MOBILE

The Roadblock:

More people now use a smartphone or tablet to get online than a desktop computer. But a website that looks stunning on a computer can be hard to read on a smartphone, or even impossible to navigate. With the number of websites out there, if mobile users can't get around your site, they'll simply hit the back button.

On top of that, Google is now factoring mobile-friendliness into their search engine results. Now, mobile friendliness isn't just about offering the best user experience possible, it can also have an impact on whether customers even find your website in the first place.

The Solution:

Responsive website templates look great on both types of screens. Thankfully, most website builders offer responsive designs. Be careful when choosing your template to pick one that's labeled responsive.

If you have a website that you love, but it isn't mobile-friendly, the alternative to a responsive template is to design a separate mobile site. It's a complex process that's typically best left up to a professional developer.

All of the [website builders we review](#) are responsive and mobile friendly so you can be safe knowing that 'going mobile' won't be a roadblock.

At the request of the client, T. Francis,
only a partial sample is included here.

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