Top 10 Takeaways

1 Before you build your website, you need to **define your positioning** and **know your competitors**.

2 Content should come before design. **Focus on your message** first.

3 Writing copy for your own website can be challenging. Treat it as you would a **client project**. And get **third-party help** if needed.

4 Don't worry about having **too much copy**. People are accustomed to scrolling. And you can use design to organize large amounts of content.

5 Every page on your site should have a **primary call to action**. You may also choose to include a **secondary call to action** on some pages.

6 You need to have **your photo** on your site. People want to see with whom they're working.

7 **Work samples** are an important part of your website. If you don't have any, you can use samples from **student work** or **volunteer work**.

8 **Designing your own website** can cost less than hiring a designer. But it might take you a lot of time, and you might not be entirely happy with the result. However, it can be a great option during the early phases of your business.

9 **Hiring a good designer** to build your site can cost more than a DIY site. But you won't have to learn the technology, and you'll get a site that looks good, impresses prospects and does what you want it to do.

10 **Website builders** are an in-between option for those who don't require much customization.