

Q & A: Your Concerns Answered

• What makes your company different and why should I trust you?

We build lasting relationships, not just websites. We have a proven track record of achievement because we focus on the value our solutions bring to our clients.

• Websites are cheap nowadays, right? Someone offered me a total package for \$500!

Nobody wants a website that does not work for them – any business decision to spend money has to return value back to the business – especially in today's economy.

• Going online is too risky, so why bother with Viruses and Identity Theft problems?

Viruses and Identity Theft are not caused by simply having a website. Yet, your choice of things like hosting, code use, and technology company are related to the safety of visitors to your site.

• We tried a website before and it didn't work.

Insight ITC works closely with clients whose previous experiences were actually a good thing! Better understanding of the choices and options naturally leads to more success in future.

• I have a YouTube page so why do I need a website, too?

[YouTube](#), like [Facebook](#) and [Twitter](#), are social networking sites. Your business needs to reach the wider internet community, especially those of us who don't even know what YouTube is!



Trust & Credibility

Choosing the right company is a matter of trust, something we foster by not asking you to pay 100% upfront for any project we complete. Our philosophy is simple: if we don't deliver, you don't pay us! When you call, please ask us about our written guarantee which allows you to control the project.

Contact Information



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Technology working for you 

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Doing Business Online

Copyright & Ownership

Making sure you do not use material belonging to an intellectual copyright owner is a matter of law. A good design company will know this. What's more, setting up a site host and registering domains in your business name make you the legal owner of your domain space and content, provided these services are registered properly with the Internet authorities.

Free Websites

As the ageless saying goes, "If it sounds too good to be true, it probably is." Free websites are typically a catch to haul you in because there is always a trade-off between what you get for free and what the company will choose to charge you for related services, updates, maintenance, etc.

Beware of gimmicks!



Key Issues

Fundamentals of a Web Presence

Quality Vs. Quantity

Copyright & Ownership

Free Websites

Q & A – Your Concerns Answered

Trust & Credibility

An Educated Customer is our BEST Customer!

Fundamentals of a Web Presence:

Website Design has become as popular as owning a computer – just typing in "website designer" into Google will return hundreds of millions of search results. The question is, how do you choose? And when will you know you picked the right company – when it's too late?

With billions of web pages online today, how will users find you? Even when the marketing is done and a user visits your site, how will it convert the curious buyer into a paying business customer? And how will you track site visitors and search ranking to successfully measure your online campaigns?

A quality website is your silent salesman, yet someone also needs to manage the technical details so it keeps working for you – securely, reliably, 24/7.

A functional website is not enough: making it 'future proof' requires mature, scalable technologies that won't restrict

your ability to add new online services and functionality as your business grows.

Quality vs. Quantity: We build a website tuned to your business, not a "cookie cutter" site built on tired, stale code and functions. Poor design, dated technology, and poor choice of host are a false economy – beware imitations and gimmicks!

Technology changes rapidly, yet the fundamentals of choosing the right solution remains the same: do the homework, get a written proposal, and understand the business benefits.

Our focus is simple: we build professional grade web sites that drive traffic, generate interest, and make it easy for you when doing business online.

[Contact us](#) today to upgrade or build your website for you.