

## **You Really Can Build a Website Yourself**

If you need a website to promote or share your band, your business, your book, your hobby, or your ideas, you have several options:

1. Pay someone thousands to tens of thousands of dollars to develop a truly custom site for you.
2. Post your content on someone else's site: Facebook, Tumblr, Reddit, etc. Where you have little or no control over the design... only over the content you post to it.
3. Build a template-based site, using a platform such as Wordpress, Squarespace, Drupal, or Wix.
4. Build it yourself, from scratch.

Option #1 requires a big budget and, unless you make a great deal of money off of your website, you won't get a good return on your investment.

Option #2 gives you little to no control over design, and you don't own the relationship with your readers or viewers.

Option #3 results in a lot of websites that all look more or less the same. Some platforms allow deep customization, but there's a steep learning curve.

Option #4, building it yourself, puts you in control of all development and design choices. And, for a simple site, it's really not that hard.