

Why Outsource Your Web Development and Top Mistakes to Avoid



What Is Outsourcing?	3
A Look into the Various Reasons for Outsourcing	4
Disruptive Outsourcing Brings About a Revolution	5
The Cloud Provides Competitive Advantage	6
What Is White Label?	7
What Is a Sales Dealership?	8
What challenges do US marketing agencies face when handling customers?	8
Main Reasons to Consider Outsourcing Web Development	11
Technology is complicated, complex and ever-evolving	11
Building websites and web apps require multiple skillsets	13
Customer Support	15
5 Mistakes Marketing Agencies Make When Outsourcing Web Development	15
Picking the Cheapest Option	15
Using Freelancers	16
Not Doing Research	17
Partners with No Agency Experience	18
Partners Who Don't Ask Questions	18
What Does WebriQ Offer	19
In terms of the technology stack	19
All our expertise is bundled into a React-based WEB APPLICATION	20
Top-of-the-line expertise	20
Dedicated Partner Portal for all your projects	21
Outsource Your Web Development	21

Why Outsource Your Web Development and Top Mistakes to Avoid

The 2016 and 2018 Deloitte Global Outsourcing Survey reveals that 59% of businesses surveyed said outsourcing is a cost-cutting tool. But investing in outsourcing is more than just a money-saving exercise. If we look at all of the survey responses, they suggest outsourcing improves business performance and results in better user experience.

What Is Outsourcing?

Outsourcing is the business practice of hiring a party outside a company to perform services and create goods that traditionally were performed in-house by the company's own employees and staff.

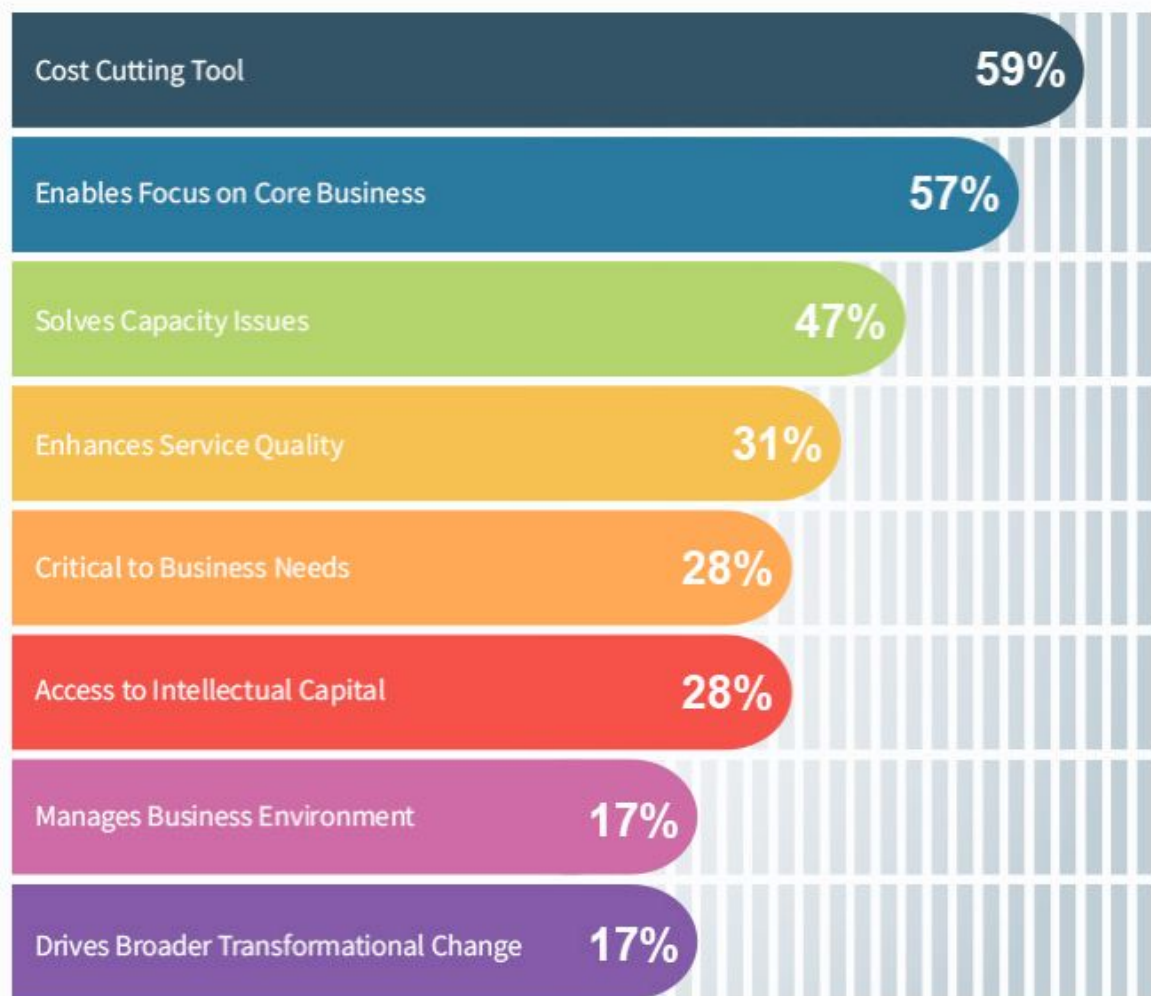
It is a practice usually undertaken by companies as a cost-cutting measure. As such, it can affect a wide range of jobs, ranging from customer support to manufacturing to the back office.

This business practice continues to help companies of all sizes scale and sustain their market growth.

A Look into the Various Reasons for Outsourcing

Interestingly, 57% of respondents of Deloitte's survey said outsourcing meant they could focus on their core business. 31% explicitly outsourced to enhance service quality, while 17% used outsourcing as a way to drive change and disrupt their business norm.

Reasons for Outsourcing



Source: Deloitte's 2016 Global Outsourcing Survey

Disruptive Outsourcing Brings About a Revolution

Disruptive outsourcing leaps to the front. The 2018 survey of more than 500 executives from leading organizations indicates that disruptive outsourcing solutions—driven by cloud and automation—are fundamentally transforming traditional outsourcing.

In the past, organizations typically used outsourcing to improve back-office operations through cost reduction and performance improvement. Today, disruptive outsourcing solutions enable competitive advantage by accelerating changes within organizations with the audacity and skill to leap over the technology chasm.

The focus has shifted from traditional work transfer to upfront transformation and automation. Organizations recognize that disruptive solutions can revolutionize the way they do business, and that "buying" capabilities in the marketplace are generally faster and more scalable than developing skills internally. Emerging solutions incorporating cloud and automation empower organizations to work smarter, scale faster, reach new markets, increase productivity, and, ultimately, gain competitive advantage.

Disruptive outsourcing solutions incorporate emerging technologies to drive innovation, speed to market, enhanced user experience, and improved performance. They can be as extraordinary a change in the sourcing world as the Bloomberg terminal to the trading desk.

The Cloud Provides Competitive Advantage



Outsourcing processes make full use of the Cloud, which is rapidly disrupting the business landscape. It enables competitive advantage by providing innovative technologies at the touch of a button while avoiding many traditional roadblocks, including extensive upfront planning, capital expenditure, lengthy implementation times, and long-term contracts. Organizations become more agile, rapidly expand their offerings, enter new markets, and transform their internal operations.

While most respondents expect some reduction in annual operating costs by moving to the cloud, only two-thirds are motivated to switch to the cloud solely to cut costs. One third are willing to accept a cost increase if doing so will gain them innovative capabilities and improved performance.

CIO/ CTO is driving cloud innovation. Still, they are equally inspired by the rest of the C-suite, suggesting that senior executives see the cloud as a means to improve business performance and not merely as an alternative to current business processes, ERP packages, and in-house data centers. This presents an opportunity for cloud partners to expand their offerings and their conversations beyond the technology stack to build end-to-end products or services.

All these disruptive technologies and changes are a real challenge for a smaller organization that face the same competitive issues larger organizations face. Hence, there is a need for real specialization and cooperation between the many disciplines involved in bringing cloud services to smaller players.

And the need for specialization in areas of web development, SEO, digital marketing, paid advertisement, and branding.

What Is White Label?

White Label is a business practice where a purchaser can put its brand or logo on the company's product they outsource. White labeling is a positive practice that is agreed upon by both companies.

In digital marketing, some growing white label trends revolve around [SEO services](#) and the web design and development industry. These are two of the most critical and in-demand tasks that require specialized expertise to provide. More businesses are finding it strategic to outsource these services to [white label SEO](#) agencies and web design and development companies.

We can not put a business case on this ebook when it comes to white labeling. Our current white label partners come mostly from the IT industry with a portfolio of existing web customers. Lead generation agencies and vertical digital marketing agencies in the insurance, wealth management, and legal sector.

These partners handle all customer relationships; we are staying in the background as a full-service technology provider to build, update, maintain, and host websites and web applications.

What Is a Sales Dealership?

A car dealership is different from a technology dealership, but in essence, it operates along the same lines. As a digital agency or sales agency, you represent a brand and all it stands for.

Technology leadership, customer credibility, branding, customer relationships -- you benefit entirely from your web development partner's expertise and experience, and you can bring that right to the customer.

You sell or cross-sell the services along the core services you offer to your customers. It creates an immediate new income stream without substantial investment in resources, be it human or capital.

What challenges do US marketing agencies face when handling customers?



Advertising agencies are very in demand in the US. Every day, thousands of people are looking for professionals who can help a business achieve its goals. Some people want to make their product popular and recognizable in the US or around the world, and others seek to increase their sales.

According to our research, one of five customers connects with advertising agencies, hoping not just to get 'cool marketing'. They want to order additional services just because it is convenient or profitable. Here are the most popular services requested by the customers of top US marketing agencies:

- Developing and building a new website, taking into account all marketing features;
- Redesign of an existing web resource or usability redevelopment – to improve website abilities to generate sales leads.

Such things can bring challenges to the advertising agency. Flat-out refusing to accept the challenge, most likely means losing the customer over the longer term. Taking the deal without sufficient in-house resources or a trusted web development partner can put the timing and deliverable in jeopardy.

A recourse to ad-hoc solutions, like freelancers or non-vetted web development partners, puts the entire customer relationship at risk.

Establishing a long term relationship with a trusted partner is, by far, the preferred solution. The lack of readily available partners can lead to:

- The need to hire highly qualified employees on short notice. Sometimes the search for experienced professionals may take longer than a month.
- Financial expenses will rise, and these are fixed costs that are hard to eliminate.
- Adjustment of all business processes may take time.
- Keeping your web developers occupied and up to speed with the latest and greatest technologies is challenging, especially for non-technical companies.

Competent outsourcing of web development processes is the perfect business model for an advertising agency. It is challenging to find a skilled and experienced contractor who can develop a website causing the 'WOW effect' with the customer.

However, if you have followed some necessary due diligence and vetting rules, you should find the right web development partner. You can now start building a high-quality business model, which will be able to satisfy all parties.

Why can this business model be called perfect? There are quite a few reasons, but the most important is that you are working with experts in their field who are quite good at design and web programming.

They grasp everything quickly, ask only important and clear questions, and are knowledgeable about customer needs. Besides, these contractors do not fail to meet the deadlines because they value their reputation.

The 'Vintage' Web Development company perfectly knows all aspects of creating a fresh design, developing efficient websites, and improving usability. You can ask us for help or advice at any time.

Main Reasons to Consider Outsourcing Web Development

Technology is complicated, complex and ever-evolving

Most web agencies have abandoned in-house custom built Content Management Systems (CMS) and have opted for third-party developed, mostly open-source CMS System, i.e., WordPress or Drupal or Concrete5 to name a few.

WordPress is the most popular and widely used (it powers +30% of all websites in the world). It has a solid foundation, a large community of developers, and an ecosystem that is bursting with solutions (paid and free).

So why bother? Why not just go with the winner and you will be able to have the right technology platform to shape out all your creative ideas as an agency into reality? Unfortunately, that does not always work. Why not go with the “winner” platform? Here are some compelling reasons:

- WordPress is OLD, and although there is innovation, the platform has been around for more than ten years.
- WordPress is SLOW, and yes, you can cache and optimize, but you need to know how and that comes at a cost.
- WordPress is not secure and, yes, you can avoid being hacked, but at what cost?
- WordPress has too many options and features and plugins. Yes, you do not need to use them, but they are part of the platform. You can ignore them, not delete them.
- WordPress is a monolithic system. It handles template, content, and database in one gigantic DO-it-ALL platform. That, however, makes it unwieldy and can be inflexible for your specific business needs.



To create continuous value for your customers, moving to a newer technology stack is a must. New technology stacks create new challenges, though. You will need skilled Javascript (React or Vue, to name a couple of popular platforms) developers. You will also require the assistance of developers experienced in implementing APIs, maintaining API, and developers accustomed to the whole API ecosystem.

The CMS system that editors are using is detached from the template engine, and the content model used in the CMS is custom made for your website or web application. Lastly, you will need access to develop skills associated with hosting and maintaining Jamstack websites and apps.

For small to medium-sized creative or digital marketing agencies, acquiring, training, and keeping those technical skills is not a trivial task. Outsourcing the development tasks to freelancers requires a basic understanding of how the stack works and does not solve the DevOps or maintenance issues associated with projects.

Building websites and web apps require multiple skillsets



Graphic design

The people who are great at graphic design have a mind for the visual elements that make up a site. They are skilled at translating the attributes of an organization to the web by working with such things as color, images, and the right amount of "white space".

Knowledge of the latest animation techniques and knowing what data can be visualized on tablets and smartphones are other essential skills graphic designers need to have or acquire. Better graphic designers also have an understanding of coding. Designing as code is a real trend.

Content creation

Content is the most important but still the most overlooked element of a website. Poorly written and poorly developed material creeps in very quickly. Telling a compelling story makes a real difference, and the more quality content a website has, the better it will perform on all KPIs that you measure.

Platform-specific development

Let experts work here and let them come up with best-in-class solutions based on the customers' specific needs. And the development is never done. There are always bugs to fix, new features to add, optimization to be done, A/B testing for conversion, new landing pages, etc.

Search Engine Optimization

SEO is a highly specialized area, and although modern technology platforms can do the basics out of the box, every website will need some attention as to sending out all the right signals for the search engines.

Workflow and DevOps

Websites need maintenance, updates, security, and hosting. A workflow maintains and updates your site with new content. And the website needs to be secured, reliable, and scalable without breaking the bank.

For smaller digital marketing agencies, it is impossible to build up all those skills internally. Outsourcing some or all of them to a team of designers, developers, content writers, and DevOps people is the answer.

Customer Support

If you've chosen a reputable and experienced company to outsource to, they certainly have a dedicated customer support team, ready to help you fast. Being compelled to help partners and clients is a trait that can be reputable for outsourcing companies. They care about their partners' reputation and their own that's why they want everything to work as smoothly as possible in the partner's end.

5 Mistakes Marketing Agencies Make When Outsourcing Web Development

For marketing and digital advertising agencies, offering web development services is one of the best ways to stand out in a crowded field. A well designed, good working website with quality content that is regularly updated is often a starting point for any business's online success.

If you are unfamiliar with working with web development companies, you may fall prey to some of the common mistakes made by many agencies.

Picking the Cheapest Option

From the tiniest startup to the most massive multinational firms, every company needs a website for their customers to find them and do business with them. Web development services are highly sought after skill these days. While it might seem like a pleasant surprise to receive a bid lower than you expected, you should also be a bit wary.

Offering a low bid may signify that your potential partner is inexperienced or isn't familiar with the market. It might also be a clue that they use developers overseas to cut costs, which can produce variable or shoddy quality work.

Instead of doing one-offs for every single deal, you land, do some due diligence, and pick a long-term partner that fits with your agency's philosophy and vision. Do a test project eventually to understand the quality and the capabilities of the partner of choice.

Using Freelancers

Using freelancers isn't necessarily bad; many of them are quite talented and produce quality work. However, it's also fair to say that you'll be taking a much more significant risk by going with a freelancer, especially one without a robust portfolio and references.

Freelancers tend to overpromise and underdeliver in terms of their skillset and capabilities. If your freelancer doesn't meet your expectations, you aren't able to meet your clients' expectations—and that's what matters for the bottom line. In other words, going with the wrong freelancers could harm your own company's reputation.

Outsourcing development to freelancers is also a risk because there's usually only a single person at the other end of the line. If your freelancer goes on vacation or gets sick, then you're left without options for the time being.

Not Doing Research



Choosing a custom web development partner is a significant business decision, so you need to do your research well in advance. Start by looking into each firm under consideration:

- What do they do? What technologies do they use, and what kind of clients do they usually work for in terms of industry, size, etc.?
- How do previous clients feel about their work? Do they have reviews, testimonials, or case studies that can demonstrate their success with similar projects?
- Are they able to scale to meet growing levels of demand as necessary? Can they provide ongoing support and maintenance after the project is complete?

By asking the right questions beforehand, you can get a clear idea of how each potential partner operates and how trustworthy and reliable they are. Be sure to ask them for references for similar projects.

Partners with No Agency Experience

Working with a marketing agency and helping them execute campaigns is an entirely different experience than projects such as creating an e-commerce website. It's vital to prioritize partners that have already worked with marketing agencies in the past, for the following reasons:

- If your partner isn't aware that working with a marketing agency will be different than usual, they'll likely have a harder time adapting to the changes. You need an outsourcing partner who can seamlessly fit into your organization.
- From PPC to ROI, there's a lot of marketing jargon and terminology that can pass over an outsider's head. Choosing an experienced marketing partner helps avoid these issues.
- Marketing agencies often have faster turnaround times—they need a campaign finished ASAP to capitalize on a recent event. Your partner needs to be aware of these needs and willing to help you meet these tight deadlines.

As a result, it's common for marketing agencies to have some "fires" that they need to put out and projects that need rescuing. Development partners need to be comfortable with a certain degree of spontaneity and unpredictability.

Partners Who Don't Ask Questions

One major red flag is a web development company that asks very few questions during the negotiation process. Two causes: they're inexperienced and don't know the right questions to ask, or they simply don't care about what you need from the partnership.

If a partner accepts your offer right off the bat, you might not be able to share your clients' expectations for the final product. Without understanding your requirements during the sales process, how can you hope for your partner to deliver a satisfactory final product?

What Does WebriQ Offer



Design

We design and develop websites that engage, build trust and work.



Engagement

Supercharge your website with BOTS, Newsletter Campaigns, Helpdesk and CRM tools.



Branding

Growth hack your brand to the Top of the Google rankings where customers can find you.



Technology

Our WebriQ APP makes managing and growing your website simple and centralized.

In terms of the technology stack

[WebriQ](#) has been building Jamstack websites for almost four years and is a pioneer in using the JAMStack in commercial deployments. With over 250 projects under our belt, we are an experienced team of developers solely focused on JAMStack websites, web applications, and progressive web applications (PWA).

One of the challenges of the JAMStack is that the stack is not monolithic, so many various frameworks to choose from, many Static Site generators to choose from, many publishing platforms to choose, many API's to choose from and many automation to choose.

WebriQ has made these fundamental choices for you:

- A GIT based workflow
- React-based Static Site Generator (GatsbyJS)
- A headless CMS approach with Sanity
- Micro and serverless services for Forms and other interactive applications
- Most common APIs available from services like Algolia, Stripe, etc.
- Netlify for builds and publishing websites and web application

All our expertise is bundled into a React-based WEB APPLICATION

- Through the WebriQ APP, you can:
- Provision any JAMStack website
- Change code on any JAMStack website through a GIT workflow
- Content management and update any JAMStack website
- Publish any JAMStack website through Netlify
- ADD serverless Forms to any JAMStack website
- ADD an SSL certificate to any JAMStack website
- ADD collaborators (like editors or developers) to any JAMStack website
- Redirect your JAMStack to multiple Top Level Domains
- Track your web visitors through integrated WebriQ analytics

Top-of-the-line expertise

- A group of dedicated designers proficient in all aspects of modern designing and designing as code
- A group of developers highly specialized in GatsbyJS, React, and GraphQL development.
- Expertise in headless CMS (Sanity) and headless eCommerce (Bigcommerce)
- Expertise in serverless functionality such as web forms, payment forms, gated content, and paywalls.
- Strong API expertise with applications such as Stripe, Zapier, Bigcommerce, AWS Serverless amongst others
- Copywriting and Content Marketing for SEO
- In-house project management
- In-house customer service for partners and end-users

Dedicated Partner Portal for all your projects

- Unlimited number of projects
- Git-based workflow
- All sites are hosted on Netlify High-Performance Edge Network

Outsource Your Web Development

There are a wide variety of excellent reasons why you should outsource your web development sooner than later. Not only will this free up your hands so you can devote more time to other important aspects of your business, but you will also have access to experts who can go above and beyond for your cause.

Of course, make sure to partner with the right web development experts for your needs. We here at WebriQ Goes Mad are mad about designing top-notch websites for our clients. [Let's have a talk](#) and learn how we can take your website development to new heights.