



## Creating a website for your business: two options to consider

1. **Create a new website yourself.** There are a number of well-established services which offer website creation services; some allow you to get started for free:

- **Squarespace:** <https://www.squarespace.com/>
- **Wix:** <https://www.wix.com/>
- **Weebly:** <https://www.weebly.com/>
- **Constant Contact, GoDaddy, WordPress** . . . there are a number of others (explore via a search engine)

Below is link to an article focused on "free" DIY services:

<https://www.techradar.com/news/the-best-free-website-builder>

2. **Contract someone (in this case, a freelancer) to build the website for you.** Freelance web developers can be sourced from one of the web-based freelance services marketplaces. You can search on the freelance sites specifically for website building resources. The top (but not only) freelance sites are:

- **Upwork:** <https://www.upwork.com/>
- **Fiverr:** <https://www.fiverr.com/>
- **In addition, there are smaller, local service providers you can find through an online search (e.g., “website development services New York City area”) or through your personal or business network that may be a good fit for you. Be sure to ask for references – and do reach out to them to validate the provider’s credentials, price competitiveness, and quality work product – before you sign a work agreement with anyone.**

Some background reading relating to freelance services:

<https://www.quora.com/Whats-the-best-website-for-finding-freelance-web-developers>

**Note – this document is meant to be accompanied by oral commentary from a Harvard Business School alumni coach.**