

9 MUST-ASK Questions To Find The PERFECT Web Designer For Your Business

Everything You Need To Know To Make Sure
Your Website Helps You **GET NEW BUSINESS**

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Introduction

It's never been easier to hire a web designer for a WordPress or other sort of website. For the average person, web design is a difficult task, but there are specialists that have been designing websites for years. Before you can create a website, you must have a certain set of skills. If you are unfamiliar with the complexities of web design, you should look for the following qualities in a potential web designer.

Hiring a web designer is mostly determined by the type of website you currently have or wish to create. You can minimize some of the talents of the prospect that will not be necessary for your website based on the features you desire in it.

How will you choose the proper folks if you have no idea how a website is designed? Before you begin the process of hiring a web designer, you must first determine what you want from your website.



Hiring a web designer is easier for someone who knows what they're doing than someone who has no idea what they're doing. If you fall into the latter category, getting a referral from someone who knows what they're talking about is a good idea. It may not be the ideal option, but it will be the first step in the correct direction for you. You can also conduct your own research to find a web designer who will meet your needs. You can compile a list of potential candidates based on your search and conduct your own research.



Why Hire a Web Designer

The most typical part of online business marketing is branding your organization and making it appear professional. The issue with establishing a business online is a lack of resources, such as the ability to create a website for your company and other essential tools required to expand your business.

Outsourcing your website design will also be more professional and have fewer issues than if you did it yourself.

Let's look at some compelling reasons to hire a professional rather than doing it yourself.



1. Saves you time

Hiring a professional gives you the advantage of hiring an expert who knows how to construct a website swiftly in an effective and efficient manner.



3. Making it simple to use

A competent web designer will keep your visitors in mind by making it simple for them to navigate and travel around the site without getting lost.



2. Marketing

The internet is home to millions, if not billions, of websites. What will you do to make it stand out from the competition? How will you know what you design will work? How will you use your websites to convert traffic into customers? These are all questions a web designer must be able to answer in their design.



4. Getting ahead of the competition

Having a well-designed website instills confidence in your products and services among visitors. Because Internet competition is intense and first impressions are crucial, your website should shake hands and smile at visitors.



5. Getting your message across

A skilled website designer understands how to get your message through. A professional website should express a clear, consistent, and engaging message that represents your business, whether through the use of colors, fonts, graphics, or other means.



7. The difference between a homemade and a professional website

A homemade website and a professional website are vastly different. A professional website will provide you with a sense of assurance about your products and services that no homemade website can. Who knows, maybe that extra sense of safety may help you get a better night's sleep.



6. Optimize for search engines

One of the most significant aspects of a website is its visibility in search engines. A competent designer will know how to create a site that is optimized for search engines.



8. Making you look like an expert

A skilled designer will know how to make you look like an expert in your sector by recommending resources, source material, news stories, and content that will make your organization appear informed in its field.



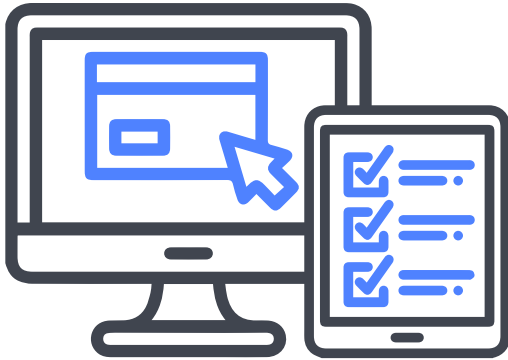
9. Making you trustworthy

Hiring a professional gives you the advantage of hiring an expert who knows how to construct a website swiftly in an effective and efficient manner.



10. Increased credibility

A professionally designed website will help your small business compete with larger corporations. A good designer will be able to make a smaller company appear larger, providing small businesses the same level of credibility as huge corporations.



Things to Consider Before Hiring a Web Designer

You've decided to hire a web designer. You've determined that you either require a website or that your existing website requires an upgrade. All you have to do now is pick a web designer, figure out what they charge, and sign the contract, right? Whoa! Not so quickly! Before you hire (or even talk to) a web designer, there are a few things you should think about.

First and foremost, do you require a new website, an update to a current website, or a total website redesign? What exactly is the goal of your website? How often will it need to be updated, and who will be responsible for doing so? Is it necessary to interface the website with an existing system? These are details that the designer will require.





Ask about the project

When you contact a web designer, one of the first questions they'll ask is what kind of project you're working on. They'll need to know if you already have a website that needs to be updated or if you want them to start from scratch. They'll also want to know if you have a web hosting account and a domain name. This information will help the site designer of where they should begin their work. The web designer's second question is what you want to achieve with your website.

Is it primarily intended to be a resource site? Are you planning to sell things and need a shopping cart and credit card processing? Do you want visitors to be able to subscribe to a newsletter?

Will there be a password-protected members area? It's a good idea to have at least a rudimentary awareness of the website's objectives. If necessary, a professional site designer can assist in filling in the specifics.

How often do you anticipate the site being updated

You'll need to tell the web designer how frequently you expect the site to be updated. It may be more cost-effective to have it set up so you can make the modifications yourself if there will be regular updates, such as weekly or daily. Setting up a maintenance contract may be more cost-effective if your website requires less frequent changes. When an upgrade is required, the other alternative is to employ an expert.

If the website needs to be integrated with another system, the designer will need to know. An inventory database may need to be integrated with an online store. A sports team's website may require integration with a mobile phone app. It's critical that the designer is aware of this early on in the process. As a result, the designer will be aware of the technologies that will be required.





Understanding what you are paying for

Ask the designer if there is anything you don't understand. A skilled web designer will take the time to make sure you have what you need for your website without overpaying for unnecessary features.

You don't need to invest \$10,000 on a content management system if all you need is a few pages to notify the community about an upcoming festival. A \$100 template, on the other hand, will not suffice if you plan to sell hundreds of products on your website and keep track of them in your store's database.



Consider your options carefully

Knowing these elements will help you get the most out of your website before you employ a web designer. Don't be afraid to write down any queries you have, and make sure you and your site designer communicate properly from the beginning. This will ensure that you receive your website on schedule and that it fulfills its intended purpose.



9 Must-Ask Questions Before Hiring

“Why do I need a “good” website for my business?” I can hear many of you asking.

People are now spending more time online than ever before. Instead of being a simple extension of a new business arm, companies’ online presence has become the norm.

This is a question that many small and medium-sized organizations still have. They appear to be hesitant to invest time and money in the ideal website for their purposes. The reason for this is that they frequently ask themselves, “How do I find a good web design agency?” It shouldn’t be too tough if we do our study before meeting with possible web design businesses.

People who want to grow want a website that is easy to use and can reach many people. You might have to spend a long time and money if you don’t hire the best web design company or team. A lack of personal attention, no extra work, and even extra costs for undefined or unspecified work that may not have been included in the original estimates are some of the most common problems with web agencies that aren’t very good.

In today's online environment, your website will be the face of your company for many users. In many circumstances, it will take the role of your first-line support and sales personnel, and it must reflect your corporate tone of voice, brand character, be unique and evident, and drive the message of what you do.

You might be interested in Steps to follow before choosing a web design business are outlined below:



Spend time looking at the web design agency's clientele and portfolios

Who have they previously worked for? Examine a few sample websites for color schemes, appealing concepts, simple yet inventive designs, and straightforward navigation options. The layout and design of the site are two of the essential generic criteria. It must explain the business's goal and be simple to use for the intended audience.



Before proceeding with the real work, conduct an interview with the web design agency

Website design is all about communication, particularly the transmission of your brand to your audience through others. The web design agency must first understand your goals to create a site

that effectively connects with your target audience. So, talk to them, invite them in for a cup of coffee, and see if they know what you're doing or if they've worked with other businesses like yours. Examine whether you could tap into a pool of talent within the web design agency but maintain a single point of contact to ensure that nothing is lost in the process.



Calculate the project's completion date

Inquire about the turnaround time for similar-sized projects to yours. This should provide you with a good understanding of how they work. If you have a tight deadline, make sure to let the web design agency know right away so they can plan properly. You should also inquire about any previous project overruns and the budget and time control limits in place.



Check to see if they have any creative ideas or designs

Most readers' eyes are drawn to imaginative design before reading the page's text. A thousand words are equaled by a small, innovative, and intuitive design. As a result, the web design agency should come up with unique and engaging concepts. While your ideas are most important in site design, you should expect the web design agency to explain what works and what doesn't, take the creative lead, and assist you in achieving your design objectives.



Learn about their methods and abilities

Examine whether the company employs best practices and processes. You might want to inquire about how the work's quality is handled and maintained.

You can normally save money by consolidating your online budget under one roof, so make sure to inquire about extra services they provide, such as copywriting, email marketing, SEO, and social media marketing.



Will you be able to obtain the copyright

IPR (Intellectual Property Rights) refers to the legal rights to the code, documents, and designs, and you'll need a sound exit strategy after the project is finished. As soon as you've paid in full for the job, make sure you acquire the rights to your website. You'll need the rights if you decide to consult with any other web design firms in the future. Many agencies (albeit their numbers are dwindling) aim to preserve the rights to keep the clients; don't be fooled.



The website is now operational! So, what's next

Check to see if the company does SEO or other web marketing services. SEO is the foundation of any website; a well-known company should be able to give you a wide range of options, including organic, PPC, and social media marketing, such as Facebook and other social ads. When you tell them what you want for your business,

they should help you with online marketing and email campaigns. They should also help you get the most out of your new website.



Do they have any guarantee for trouble shooting

Working with software is difficult in general; various languages, systems, and platforms all send data at breakneck speed and even the best coders in the world encounter flaws. Most companies will provide free troubleshooting (bug-fixing) for minor errors, but only if they interfere with how the site should function. Ascertain that any “code bug” that arises is resolved.

You should be aware that any minor update in the older version will cost you more. As a result, make sure you have a pre-planned sketch of the site from the start. Is this a rough guide? Is this “doing what it should” or “could this be improved”? Bugs are frequently site improvements that require extra work.



Consistent assistance and advancement in the future

Inquire whether they provide any training to help you grasp site statistics, maintenance, and security, for example. Some companies can help you expand your web presence as your company expands. They continually offer assistance with marketing your site, promoting it on search engines, adding new features, making adjustments, and keeping you informed about new advancements in the business that you can take advantage of, improvements that will set you apart from your competition.



Mistakes to Avoid When Hiring a Web Designer

You've done all the legwork: you've created a fantastic website concept, contacted potential consumers, and even come up with unique ways to advertise. All that's left now is to find a capable web designer. Isn't it simple? Wrong. If you don't discover the right web designer, your idea could be made or broken. After years of repairing other web designers' mistakes, I've compiled a list of things to avoid when hiring a web designer.

1 | Not knowing what you're getting yourself into

When it comes to picking a web designer, one of the largest, if not the biggest, mistakes you can make is not completely knowing what you're paying for and how much you're spending. When describing their prices, several web design companies use the magic words "as cheap as" or "beginning from." It is up to you to figure out exactly how much your project will cost.

Always ask questions and never accept broad estimates. It's also crucial to understand the distinction between web design and web development. Web design might be the graphical presentation of a web page—no coding required. Make sure to inquire about the services your web designer offers.

2 | Afraid to ask for revisions

It's crucial to remember that you've paid someone to execute a job while developing a website. While this may seem obvious, many people forget about it when requesting modifications.

If you are dissatisfied with the design, do not hesitate to tell the designer what you want to be altered. This website will, in the end, be a reflection of you and your company, and you want it to send the proper message. Before you hire a designer, be sure they are willing to make changes.

3 | **Making a decision on the first design**

Never, before making a decision, check what additional ideas the designer has. Changing the page layout, for example, can often make a significant difference in the website's usability. It's also crucial to acquire outside opinion on the ideas you're interested in, whether from friends or your target market. While a bright lime-green page may appeal to you, your intended audience may not.

4 | **Hiring only one designer**

This is crucial: don't rely on just one designer! In my perspective, the design inventiveness provided by a team of designers was significantly superior to that provided by a single designer. This is due to the fact that a group

of designers can provide you with ten diverse viewpoints on a design, whereas a single designer is restricted. Furthermore, a single designer may be working on hundreds of projects at the same time, leaving little time to focus on yours. The best aspect is that having a design team does not come at a higher cost.

5 | **Not getting a content management system (CMS) website**

Marketing and website design expenditures sometimes catch business owners off guard, making them feel obligated to spend thousands of dollars on a custom programmed website. This is a relic of the past. Content Management Systems, or CMS websites, are the way of the future.

CMS provides greater flexibility and independence to the business owner than ever before, giving you more control over your company's website. All the while, you'll save money by not having to engage someone else to make

minor modifications like text or photos. CMS websites are user-friendly to business owners. This helps you save both time and money!

6 | Failure to inquire about hidden fees

A business owner's biggest nightmare is hidden fees. Is there a fee for additional adjustments made along the way? Is there anything else you'll be charged for? Always inquire!

7 | Not inquiring about search engine optimization and social media

Successful business owners must have a strong online presence. Inexperienced website designers have no idea how to optimize a fresh website for search engines. Knowing how to add a website to Google's index and how to use social media to boost your business's rating is a taught skill that only experienced website designers have.

8 | Not asking about website security and protection

If your designer does not know how to configure or install new security features for your website, your new company website investment could be easily hacked or compromised. To maintain the health and security of your business website, website designers should include a firewall and other security measures.

9 | Not inquiring about website launch assistance

Some website designers will create a new website for you and then leave it to manage and maintain. If the website design agency you're considering doesn't have a post launch strategy, don't hire them. Your company's website must be constantly reviewed, updated, and customized to be relevant and safe.



10 | Long term planning

How well do you think your website will hold up over time? Will your website system be able to expand with your company in the future? Will your company have to reinvest after the first cost by updating your website in a few years? Investing in long-term planning can save your company tens of thousands of dollars.

11 | Hiring someone who isn't concerned with your company



It's priceless to hire a website designer that shares your beliefs and wants to work with you to help your company flourish. They should have the expertise, resources, time, and dedication to collaborating with you today and in the future. Having a website designer you know and trust to look out for your business's best interests is priceless.

12 | Paying too much

Despite what you may have heard, a website design does not have to be expensive. Before deciding on a price, shop around for the best deals. Higher fees do not always imply superior work when it comes to websites. The web development industry is rife with colossal egos. The simplest method to avoid the fluff is to obtain multiple quotes.



How to Protect Yourself When Hiring a Web Designer

When it comes to hiring a web designer, many individuals are afraid of being taken advantage of. This can be easily avoided if you understand how to protect yourself from the start. After you've decided on a web designer, make sure you have a clear idea of what you want them to do as part of your project. If you don't have a firm grasp of your project's needs, you'll be setting the project up for failure. Have a thorough conversation with your designer about what you want to accomplish with your web project.

Get everything in writing



Make certain that you get a written document describing the project's needs after you've discussed them.

Make sure you acquire an estimate from them that includes a description of the work to be done and a cost breakdown for each activity. If possible, request that they offer dates for when various aspects of the project will be completed.

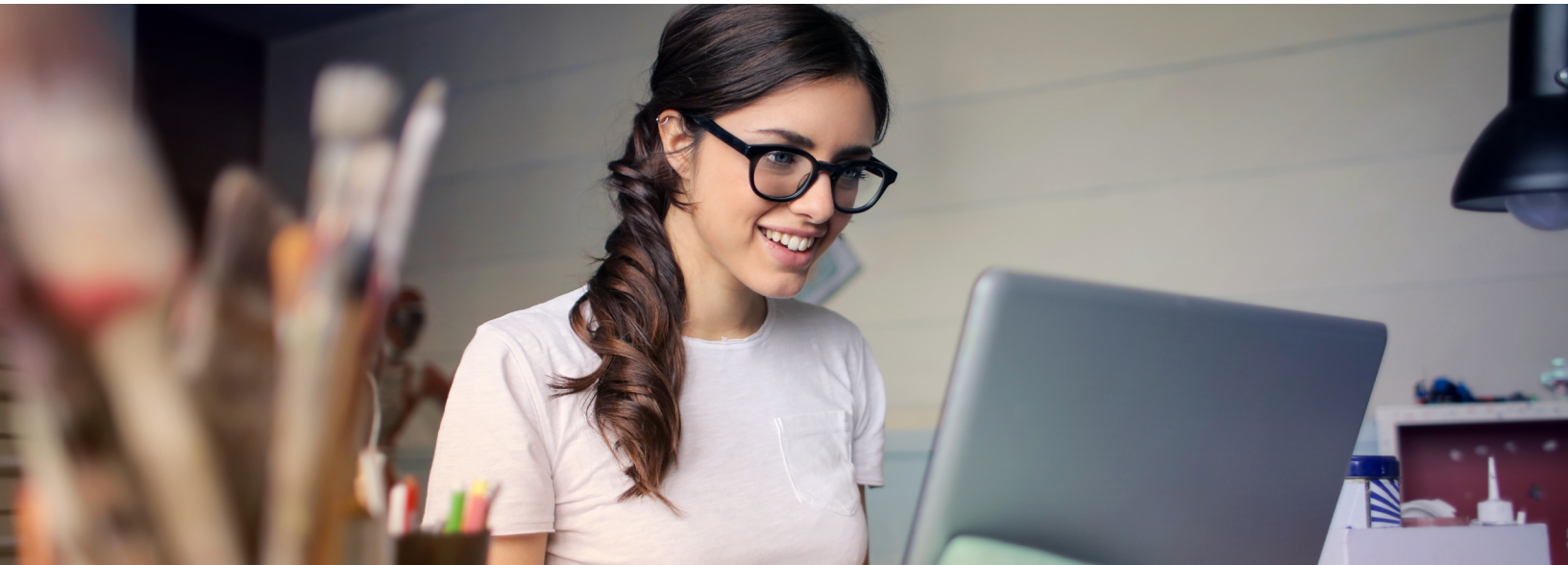
Make sure the paper is printed on company letterhead or that it was sent from the firm email address. If your connection with the designer becomes sour at some point, this type of documentation can provide some legal protection.

Pose inquiries

If there is anything regarding the project that you are unsure about, please be sure to ask about it. This is a crucial topic since if you decide to change your mind about something key in the project at the last minute, you will

receive little sympathy. It is your obligation to ensure that you have a thorough understanding of the project's scope and expected outcomes. It's also your obligation to make sure you're on the same page as each other.

When going through this process, it's critical to ensure that both sides have a thorough understanding of the project. The more communication there is between both sides, the less likely something will go wrong. The great majority of disagreements in this sector stem from a lack of communication. As long as you communicate well throughout the process, your project will be a big success!



Final Thoughts

Finding a fantastic web designer may seem daunting, especially if you are new to the requirements and vocabulary of the tech or design industries, but this is not something to be concerned about. People of all technological backgrounds hire web designers on a regular basis, and there are numerous tools available to assist you in the process.

Still Need Help? Get A Free Website Consultation



Here's how it works. First we'll review your business, spy on your competitors, analyze your target market, your sales processes and your goals with you.

Then based on your current setup, we'll develop a custom web design and marketing plan to improve your site to generate leads and sales... for free.

Everything we discuss will be specifically tailored for your business after we've had a chance to ask you about your sales process, sales goals and your branding strategy. There is no charge for this, and there is no catch.

We do this because often people get confused and stuck, and they don't want to deal with the headaches.

Also because many people who go through this process with us are so impressed and happy, they ask to become a client. Please note this is not a sales call. We usually charge \$980 for this kind of comprehensive business analysis and planning. You'll be speaking with one of our highly trained digital strategists who will come up with a plan tailored to your business to maximize your leads and sales. There's no obligation for you to take up any of our services.



WARNING:

Before you claim our free strategy session you must understand that this is only for people serious about rapidly growing their profits and setting up their business for long term success. We'll do the brunt of the work but to truly get your sales figures skyrocketing, we need your commitment and dedication. If you're not ready for that please don't waste our time.