

Designing Your Website

Here are some important things to consider when hiring a designer to vamp up your website!



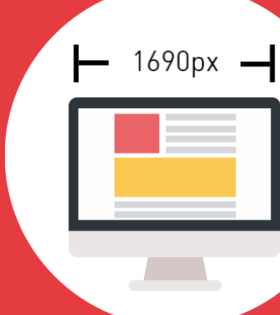
They Should Understand

Every last need for your business.



- ✓ Do they have experience developing websites similar to yours?
- ✓ Do they understand the coding, functionalities and design needs of your site?
- ✓ Are their sites unique, or do they have the same cookie cutter approach?

They Should Optimize For SEO



- ✓ Every device has different dimensions.
For a successful business, it's important to have a designer that accommodates for all platforms and devices.

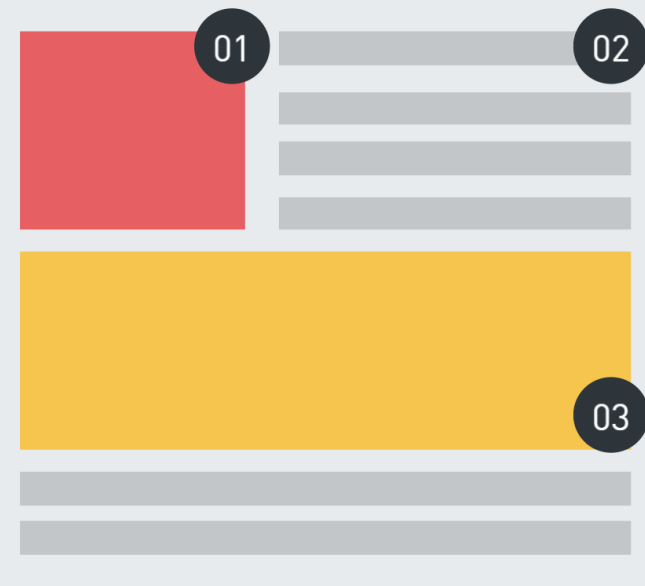


- ✓ Do they know how to engage audiences?
Do their current websites 'WOW' you? Is everything neat, clean, easy on the eye? Or are there too many mismatched colors, different fonts, etc?



- ✓ Redirects aren't acceptable!
Have you ever gone on a mobile site but it took forever to load so you clicked away? This is a redirect, and it destroys loyal recurring traffic.

You Should Own All Content

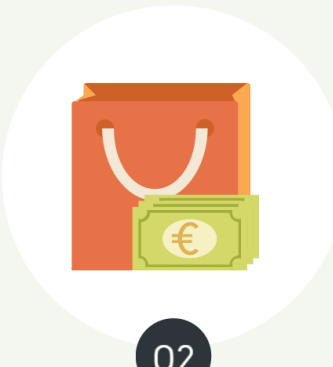


- #01 You should own all the copyright content on your site (except for royalty content).
- #02 You should have copies of the original source files to change as you please.
- #03 The web domain should be under your name, no questions asked!

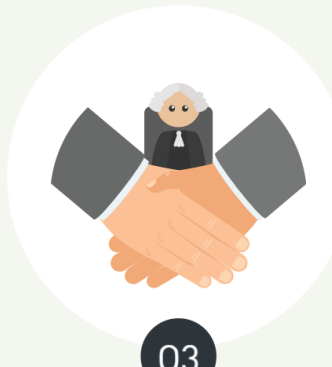
They Should Stick to the Budget!!



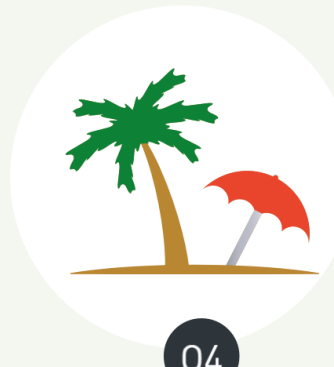
01



02



03



04

- 01 **Discuss Needs & Budget**
Compared to doing it yourself, building a website will cost more. Make sure both of you understand the budget and what content and features will be provided for the estimate.

- 02 **Consider Features**
Know every feature you want on your site before setting a final budget, and understanding adding features down the road may cost more.

- 03 **Establish Finalities**
After discussing all your needs, establishing a budget and timeline. Sign on the dotted line, and congrats! Your beautiful optimized site is on the way!

- 04 **Relax and be Excited!**
You did all your research, your designer proved their capabilities, you're in budget, and soon you'll have a unique and quick loading website.

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