How To Hire A Web Designer: And Not Get Burned By Another Agency

Synopsis

These days, your company website is more than just a â ˆsite on the webâ ™. The Internet is the first place people look for information, products, and services â " and the last place they check before making a final purchase decision.With billions of Google searches made every day, your websiteâ ™s design and structure, and the content you publish on your site will determine if and where your site pops up in search engine results.As a company executive or small business owner, how do you go about finding the right partner for web design and web development? This book will explain to you in simple terms how to evaluate a web designer and â ˆlook under the hoodâ ™ so that your company can avoid becoming the next casualty of the notoriously flaky web design industry. After all, your website is an investment, and you need this new website to generate a return on that investment.You will also learn about inbound marketing and the difference between a digital brochure style website versus a revenue-generating website that is the hub of all your companyâ ™s marketing activities.Additionally, you will get answers to the following important questions:1. What are the red flags and common pitfalls in hiring a web designer?2. What questions should you ask a before hiring a web design agency?3. What should you include and exclude in a web design and web development contract?4. What is search engine optimization and why is SEO-friendly coding important for Google rankings?5. What is a content management system (CMS) and why do you need one for your website?6. What are the pros and cons of web builder services like Godaddy, Wix, Weebly & Squarespace vs custom websites built in WordPress, Drupal, Joomla or Magento?7. How much should you pay for a new website?

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Customer Reviews

Phil Singleton walks you through the process of not only knowing how to hire a web designer, but also the "why" behind the steps you're taking to enhance the online reputation of your business. The pros, the cons, and all the pit-falls to keep in mind are included in this easy to ready, easy to follow, visually appealing guide. I Highly Recommend this value packed e-Book!

Phil does a great job of first educating the reader about the different options available and the pros and cons of each. He then shares a point that is very important - great website design and development is more than a discussion on graphics & text. A successful interview should be conducted by biz owners before hiring a web designer/developer and it includes a significant amount of thought and planning about marketing strategy, graphic design and development, and an SEO strategy.He also does a nice job providing the rationale & justifying the investment in a good website/SEO for SMBs.Having worked in this area for over 12 years, I absolutely agree with the author when he states that a smaller agency with proven SEO success is likely to be the best choice. If a smaller boutique web design agency has been around for several years in the hyper competitive online marketing space (which he argues is the better choice over the "here today gone tomorrow freelancers", "con artists", or "big agencies" that are overpriced, over promise, and usually under deliver), they are worth considered not just for design and development but ongoing management and SEO (especially since SEO is a moving target).Again, there is a great example in the book demonstrating how much of both online and offline promotion lead back to a small business' website. That's why it is critical that your web design firm (like the author's) understand the bigger picture of marketing. Duct Tape Marketing consultants have that perspective. Even if you aren't working with a marketing consultant, don't forget that a website should tie into your overall marketing strategy.In the end, this is a must read and great starting point for most small business owners.Full disclosure, I am a Certified Duct Tape Marketing consultant like Phil Singleton, and I am the owner of a web design and development agency I started in 2003.

Excellent format for businesses in need of a website as well as for those who need a website makeover, recommended reading.

How to Hire a Web Design: And Not Get Burned is a great guide for helping you determine who should help you develop one of the most important assets for your business. This book will save you a lot of pain and give you sound guidance on what you should expect from your web designer.

Information is all over the map when it comes to websites and costs, especially for smaller businesses. This ebook lays it down in concrete terms and spells out exactly what you should be looking for from your website INVESTMENT. If done right, your website will pay you back handsomely and this ebook will help by giving you a blueprint to making it happen and keeping your head from spinning off from all the details. Get this ebook if you are considering a website OR if you build them. You might just learn something quite valuable. Thanks Phil for the great work!

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