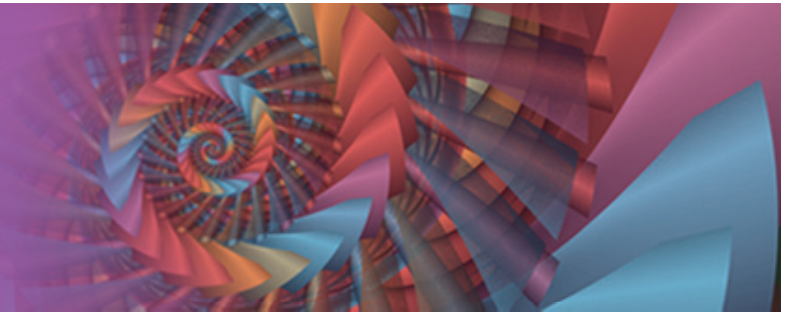# What To
Look For In A
Web Design Firm

TODAY anyone who wants to provide information, sell something, or promote a business knows that a web presence will help them reach their goals. Your website is one of the most important marketing tools your company can have. It can make visitors sit up and take notice, and can set you apart from the competition.

An experienced web design firm can implement your ideas and help you understand the process so that you come away not only with a website, but with a greater understanding of the Web and online business. Clients want the best value for their money now more than ever and choosing a competent web design firm can bring a great return on your investment. With everyone calling himself or herself a web designer these days how do you know if you are making good choice?

Here Are 10 Tips For Selecting A Professional Web Design Firm

1. **Effective Communication:** Designing a website is a serious endeavor, and your designer will need to work with you in order to get a feel for your business and industry, and to understand your preferences and goals. Will they listen to you, understand what you want, and can they produce it? This is a team effort. You'll want to feel comfortable with your designer, and to know that when you ask questions you will be given answers in a way you can understand.

2. **Strategizing Your Website:** Every great website starts with objectives. From this comes a strategy. Professional websites require an understanding of actual design and what approaches best suit your industry. Without a design firm's solid, in-depth understanding of what you're trying to accomplish you'll spin your wheels. A competent developer knows that users insist on instant gratification when they visit sites to gather information, use a service, or buy a product. If a website doesn't provide information users are looking they will leave the site to search for alternatives which can cost your company loss in sales.

3. **Research, Research, Research:** A good web design firm will do investigative research of their client's industry prior to designing the website. Do you have competition? If so, how does your company set itself apart? Do you have a unique niche? If so, how can that be emphasized?

4. **Design Excellence:** It's essential that your website makes a good first impression. You need a web designer that will capture the essence of your company. Look for a firm with designers who started out in graphic design, and then became skilled in web construction. Some of the best web developers have experience in various cross-disciplines so they excel web design. Hire the best graphic designers to design your website. An unprofessional design can weaken your credibility and make your company look small in comparison to your competitors. Maintaining a cheap, poorly designed website invariably costs more in lost customers and money to rebuild it again later.

5. **The Importance of Content:** Good web design highlights the content and adds to it without detracting from the website's goal. Creative and beautiful website design will encourage your customers to visit your website, but thought-provoking and purposeful content will make them stay. Web pages that have very brief and generic content are problematic. You risk visitors skimming or even leaving your site because it's superficial. You will want to hire a copywriter who understands the art of marketing, which is based on perception and persuasion.

6. **Applying State-of-the-Art Web Standards:** Your website needs to be designed using the most cost-effective and time-efficient web standards. Will your design firm adhere to the latest web standards or check the overall quality of their work? Taking shortcuts can put your website at a disadvantage and weaken your site's relevance with the search engines. Providing greater user-friendly ability and faster download times lays the foundation for Search Engine Optimization.

7. **Confidence, Trust, and Credibility:** Not every visitor coming to your website will know you or your company. Developing trust online is critical in turning website visitors into paying customers. You website will build customer loyalty by ensuring that every visit is a positive experience. Users appreciate quality and credibility. A website that is well-strategized and provides users with high quality content supported by good design will develop trust with customers.

8. **E-Commerce, Search Engine Optimization, and Internet Marketing:** You have a website, you like how it looks, and you like what it does, but how do you get your customers to find it? A web design firm that offers e-commerce, search engine optimization, and internet marketing solutions gives your company an added advantage over a basic web designer. After your website is complete it needs to go to work for you.

9. **Planning For Search Engines:** As an important element of early strategizing, a successful website should be designed with search engine optimization (SEO) in mind. Because search engines are a major source of website visitors your site should be built to place well with the search engines.

10. **Long Term Relationship:** Many clients appreciate an ongoing relationship, the ability to follow up, receive website maintenance, or just kick ideas around. Some design firms just design while others are available to help with marketing strategies. Get a sense if the web design firm you are considering will be there when you need help setting up email programs, newsletters, or are ready to take the next steps in developing marketing programs to attract new customers.

IF YOU HAVE ANY QUESTIONS simply give our friendly staff at **Design Concepts** a call at **818-786-3398** or email us **info@DesignConceptsLA.com**. Please visit our website at **www.DesignConceptsLA.com**.