

7 Things to Consider Before Hiring a Web Designer

Worksheet

- 1) Look at websites you like
- 2) Look at websites in your area of expertise
- 3) Look at websites belonging to potential customers
- 4) Decide – what do you want people to DO once they visit your website?
- 5) Decide what products, features and/or services you want to promote on your site
- 6) Consider colours, graphics and logo
- 7) Know your budget

What websites do you like?

Why do you like them?

Colour

Words

Layout

Something else

Look at websites in your area of expertise

Name the websites

What do you like?

What do you dislike?

What makes you different?

Look at websites belonging to potential customers

What can you learn about them

Decide – what do you want people to DO once they visit your website?

This is crucial, like setting out with the goal in mind, you might want them to sign up for your newsletter, phone you, book an appointment or decide they love you and join your Facebook Group

Decide what products, features and/or services you want to promote on your site

This might be part of the above point about what you want people to do. Define your services in a concise way.

You may already have your colours, graphics and logo all organised – if so well done. If not at least think about them, your designer may be able to provide this service.

Know your budget



Hi I'm Fiona & I am StraightForward WebDesign. It does what it says on the tin – Great looking websites that perform well with no fluff, no jargon and no nonsense. With a straightforward pricing structure you know exactly where you are.

You get a website that's easy to use – you can make changes yourself if you like. You can choose your words, your pictures, colours and look. You can link to social media or other sites. Because it's straight forward you can have all this very quickly.

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