25 things to know when choosing a web designer

By the end of this eBook, you'll have a better understanding of how to choose a web designer who will help bring your website and goals to life.

SAXON
Internet Solutions

About This eBook

When it comes to choosing a web designer, there are a few key things to keep in mind.

Whether you are a small business owner looking to create a new website or a larger company looking to redesign your existing site, it is important to find the right web designer for your needs.

In this eBook, we will discuss 25 things to consider when choosing a web designer.

25 things to know when choosing a web designer

"If you fail to plan, you are planning to fail!" — Benjamin Franklin

1. Experience and portfolio

It is important to choose a web designer with a proven track record of creating successful websites. Look for a designer with a strong portfolio that showcases their work.

Saxon Internet Solutions was created in 1998 - we have over 25 years of experience. Some of latest website designs can be viewed on our portfolio web page.

2. Skills and expertise

Not all web designers are created equal. Some may specialise in a certain type of website (such as e-commerce sites), while others may have a more general skill set. Make sure to choose a designer with the skills and expertise needed to create the type of website you are looking for.

Here at Saxon Internet Solutions, we have more of a general skill set. We have created lots of different types of websites including ecommerce, audio, directories, forums, statistical, informational etc. We are always learning and do our utmost to keep abreast of the latest web design trends and tech.

3. Communication

A good web designer should be able to clearly communicate their ideas and listen to your needs and goals. Make sure to choose someone who is responsive and easy to work with.

At Saxon Internet Solutions we like to keep things as simple as possible. We take out the techie talk and explain things in plain English. We come from an teaching backrground.

4. Price

Web design can be an expensive investment, so it is important to consider your budget when choosing a designer. Don't be afraid to ask for quotes or negotiate prices.
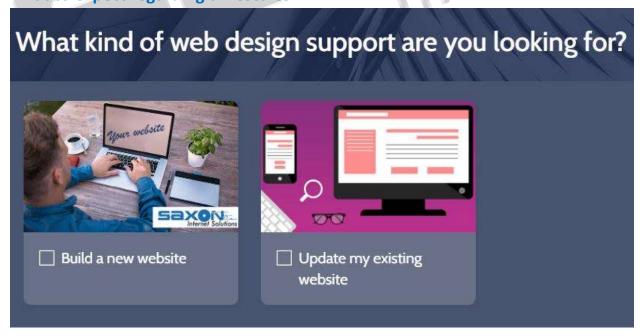
It's important to have a clear understanding of how much you are willing and able to spend on a web site before you begin your search. This will help narrow down your options and ensure that you are only considering agencies that are within your price range.

We believe in providing value for money and are competitive in our pricing. We probably aren't as cheap as your friend's nephew but the final result will be worth it.

5. Turnaround time

Depending on the complexity of your website, it may take anywhere from a few weeks to a few months for your designer to complete the project. Make sure to discuss turnaround time with your designer and set clear expectations.

Saxon Internet Solutions will give you an expected launch date so you know what to expect regarding timescales.

6. Maintenance

A website is not a one-time project. It requires regular maintenance and updates to keep it running smoothly and reduce the chance of it being hacked. Ask about ongoing support.

Will the web designer/agency provide ongoing support and maintenance for your website after it is launched? If so, be sure to ask about the details of their support offerings and any associated costs.

We provide regular maintenance plans and quote for these separately. You therefore don't have to have our maintenance plan but most of clients opt to have it for peace of mind. It depends on your technical skills and how much time you have to devote to maintaining your website.

7. User experience (UX) design

A good web designer should prioritize user experience when designing your website. Look for someone who understands how to create a website that is easy to navigate and use.

Saxon Internet Solutions ensures the websites we create are clear and easy to navigate.

8. Search engine optimisation (SEO)

In order for your website to be found by potential customers, it needs to rank well in the search engines. Choose a designer who understands how to optimise your website for SEO.

Search engine optimization is a core specialty of ours. We thrive in the competitive nature of outranking our rivals on search engines like Google. We stay up-to-date on the latest changes to Google's algorithm, ensuring that all sites we create are optimized for search.

We also offer regular SEO plans for existing websites or clients looking to benefit from our specialized SEO expertise. E.g. Google Maps optimisation.

9. Responsive design

With more and more people accessing the internet on their phones and tablets, it is important to choose a designer who understands how to create a website that is responsive and looks good on all devices.

We test the websites we create on different devices to ensure they work correctly and are responsive.

10. Custom design

If you want a unique website that stands out from the competition, choose a web designer who is able to create a custom design.

The websites we build are customised to ensure they fit with your branding and requirements.

11. Technical skills

A good web designer should have a solid understanding of coding and technical skills. This is especially important if you are looking for a designer who can create more advanced features for your website, set up email accounts and secure web hosting.

At Saxon Internet Solutions we're always learning. We regularly configure web hosting accounts, domain names and set up email accounts for clients.

12. Customer service

A designer who is responsive and helpful during the design process is more likely to create a website that meets your needs.

At Saxon Internet Solutions we take customer service seriously. We do our best to be readily available to answer questions and address concerns, and respond to your emails, calls, or messages in a timely manner.

13. Compatibility with your goals

Choose a designer who understands and is aligned with your business goals. The designer should have a clear understanding of your target audience, your brand identity, and the overall message you want to convey through your designs.

Having a designer who understands and is aligned with your business goals is crucial because they will be able to create designs that effectively communicate your message and resonate with your target audience. This can lead to increased brand awareness, higher customer engagement, and ultimately, better business outcomes.

We meet with our clients to discuss their goals and get a really good understanding of their business/organisation, their values and ethos. We'll talk about your brand and get to know you. We'll then do research to ensure we are familiar with your target audience.

14. Flexibility

A good web designer should be willing to make changes and revisions as needed to ensure your satisfaction.

We're open to feedback and willing to make reasonable changes as needed to ensure you the client are satisfied with the final product.

15. Attention to detail

A website with typos and errors reflects poorly on your business. Choose a designer who pays attention to detail and creates a polished final product. **We strive to ensure there are no errors in our work. Just check out this document and see if you can find a typo! Please also check out our other websites to see we have a very high attention to detail.**

16. Understands your target audience

It is important to choose a designer who understands your target audience and can create a website that resonates with them. **We meet with clients to discuss their business and their target audience. We'll also do our own research into your target audience to ensure the final design resonates with them.**

17. Integration with social media

If you use social media to promote your business, choose a designer who can integrate your website with your social media accounts. **During our initial meeting we will ask you for your social media details and incorporate those links into your website design.**

18.   Content Creation

Content is text, photos, graphics, videos, audio etc.
Ask about their content creation services: If you need help creating content for your website, be sure to ask the web designer/agency if they offer content creation services. If not, they should be able to recommend a content creation provider.
Saxon Internet Solutions can either integrate your existing text/images etc. into the design or we can create and source the text/images etc. for you. As well as

contacts with copywriters, photographers and other content creation services, we also have a number of content creation tools in our own arsenal that can produce unique and relevant content for you.

19. Testimonials and references

Don't be afraid to ask for references or read testimonials from a designer's past clients. This can give you a good idea of their work ethic and the quality of their work.

We encourage you to look at our client reviews on Google.

20. Long-term relationship

While it is important to choose a designer who can complete your project on time and within budget, it is also important to consider the long-term relationship. Look for a designer who is willing to work with you on an ongoing basis to maintain and update your website as needed.

Many of our customers are long standing and have been clients of ours for many years. We look forward to building a long-term relationship / partnership with our customers.

21. Creativity

A designer who brings fresh ideas and creativity to the table can help your website stand out from the competition.

We have created many websites and online projects over the years. We pride ourselves on our creativity and would love the opportunity to discuss our ideas with you.

22.   Are there additional costs?

Make sure you are aware of all the costs. Normally you can expect to pay annual domain Registry and Hosting charges in addition the original cost of actually building a site.

We will provide you with a quotation detailing all the costs involved. Everything is clear and upfront with Saxon Internet Solutions.

23.   Domain registration

If you're looking to purchase a domain name with your website, ensure you are registered as the owner of the domain name. Some designers will register themselves as the owner, which can cause lots of problems!

Saxon Internet Solutions will register the domain in your name.

24.   Who owns the design?

Do you own the rights to the completed design of the site? Some designers will retain the rights to all the graphics and design!

You get the rights to all graphics and code created for you by Saxon Internet Solutions.

25.   Reliable, secure & fast hosting?

Hosting is the practice of storing the website files on a server (a special computer). Can the web designer provide web hosting or will you have to purchase it from a third-party? Are their servers reliable? What security is in place?

Saxon Internet Solutions have partnered with specialist web hosting companies to ensure all our client's websites are securely hosted on fast and reliable

servers. You can either host your site through us or use your own hosting company.

Saxon Internet Solutions

Tel: 01227 360922

Email Us