

GrowTraffic's

HOW TO...

Choose A Web Designer



Welcome

Welcome to GrowTraffic's
'How To' Guide on choosing
the right Web Designer.

Over the next few slides,
we'll give you 5 handy tips
that should give you the
tools you need to choose
the right Web Designer for
you.

So, without further ado,
let's get this show on the
road...

HELLO
ALOHA
BONJOUR
HOLA

1

Draw up a
Creative Brief

- What do you want to achieve with your website? (i.e. what do you hope that your website will do for your business?)
- What purpose will your website perform? (i.e. are you selling a product online or advertising a service?)
- Who is your target audience? (i.e. age range, gender, social status, income bracket etc.)
- What impression of your company do you want visitors to take away with them? (i.e. your company is...reliable/cheap/high-class)

**Ask yourself
these questions**

When answering these questions, you must be...

- Honest with yourself about what you actually want. Don't say that you want your website to furnish people with information if what you actually want is to collect email addresses. If you're not honest about your intentions then your Web Designer won't be able to deliver what you actually need.

When answering these questions, you must be...

- Specific with your goals.

Don't say that you want your website to increase your customer base, say instead that you want to increase your customer base by 20%. If you don't have measurable outcomes then you and/or your Web Designer won't be able to tell whether or not your website is performing as it should.

2

Understand
Your Needs

Use Your Creative Brief!

Understand what you need from your Web Designer by looking at your creative brief and ask yourself the following questions;

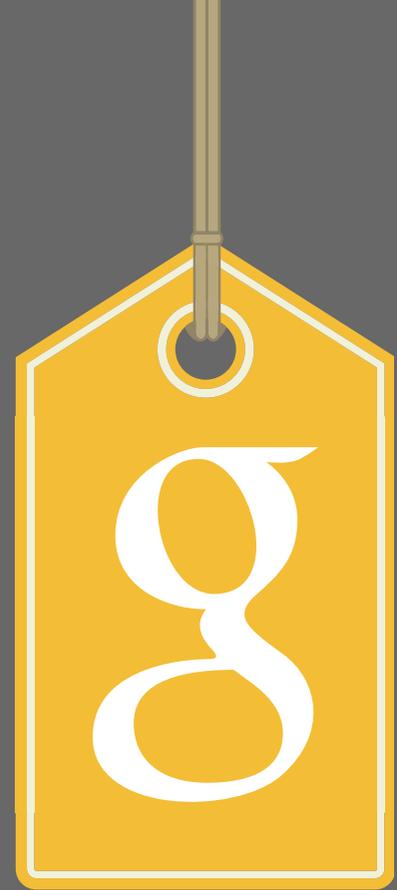
- **What design skills do you need your Web Designer to specialise in?**
- **What sort of website do you need your Web Designer to build?**
- **What is your budget range?**
- **Do you need someone local?**

Draw up a list of your answers so that you will know exactly which questions to ask your potential Web Designers.



Begin The
Search

Start looking for your Web Designer by using an online search, narrowing it down with your criteria. Draw up a shortlist of designers that look likely to suit your needs and budget.



4

Scrutinize Their
Websites

Narrow Down Your Options

Examine the websites of your possible designers and look at what they say. You need to be very careful of the language used and scrutinise it to see what the designer/agency is really saying.

Be Careful!

Add To The Shortlist



You need a Web Designer who understands completely how a website should work for a business, so look out for phrases such as 'business objectives', 'revenue goals', 'lead generation', 'return on investment (ROI)', 'SEO' or 'increased sales'. You also need a designer who understands the value of great copywriting and is willing to listen to your needs and work around them.

Discount Immediately



Remember that you need a designer, not an artist, so beware of Web Designers who concentrate on their designs above your needs. You also need to discount any designers who use terms that have no real meaning or that should be a given anyway, such as 'modern', 'beautiful', 'friendly', 'making a difference', 'clean' or 'passion'. All of these should go without saying!

5

Talk To Your
Potential
Designer

*Phone, Email,
Text, Skype*

Meet with your potential Web Designer if you can (or talk to them over the phone/email if you can't meet them in person) to get a feel for them and the way they run their business. Remember that you will be working with your designer for a while, so you must be able to get on with them well. Ask your potential designer the questions that you drew up earlier and request their input/ideas. You should also ask what they would do with your creative brief and request a quote. You will then have sufficient information to compare the designers on your short list.



**You should by now have
enough information to allow
you to choose the right
Web Designer for you.**



Get in touch...

For further information on choosing the right Web Designer for you, or if you would just like to chat to GrowTraffic about any of your website worries, then please get in touch with us by any of the methods on the Contact Page.