

Choosing a web designer



Choosing a web designer, particularly if you don't already have a web site can be daunting.

You need **confidence** in your designer. You need to know that they can do the job. You want professional advice from a company that listens to your ideas, gives you care and attention enabling your business to reach it's full potential.

You're the client and you're looking for people who can not only do the job but also people you can **trust**.

There are too many so called 'designers'. Owning a copy of a web editing package or 'knowing HTML' doesn't make you a designer. Don't be tempted to hire someone who says "yeah, I can design you a site for fifty quid", even if it is a relative! Remember, the

web designer you choose is going to create a website for your business, your livelihood, you want it to look **professional** because it's representing **you**. To find out if someone really is a designer, ask to see some examples of their previous work, their [portfolio](#).

When selecting a web designer/agency narrow the field to a small number of possible candidates who could do the job. Before you choose, you need to get a good feeling for their work and style.

Have a good look through their portfolio and ask yourself a few questions:

- Was the site quick to load?
- Does it look professional?
- Is it clear as to what it's about?
- Is the site easy to use and navigate?
- Does it provide the information in an organised manner?
- Does the design reflect the needs and attitude of the target market?

It is important that your designer has empathy with your desires and **understands** your business. Any designer worth their salt will ask you questions about your business. They must feel your passion to succeed.

A designer should communicate with you in **non-technical terms**. You don't want to be confused with all the techno-babble, you want someone who talks English, so that you can get on with the business of running your business. As a customer, you need someone who will complete the work to your satisfaction, in a reasonable time frame and at a fair price.

When dealing with other professionals it is important that you are not dictated to. It's your business and as such you deserve the right for fellow professionals to hear and understand your dreams, ambitions and desires to further **your** business.

One of the best means of finding a suitable company is to ask people you know. Word of mouth and recommendations from others you trust is very important. Maybe even find out who did a competitors website. Eventually a combination of **track record**, **personality** and **recommendations** will guide your decision.



The following are a few pitfalls and potential problems which you should be aware of when choosing a designer.

- Is the domain name registered correctly?
- Who owns the design?
- Reliable, secure and fast hosting?
- Are there additional recurring costs?
- Do you get web site visitor/traffic reports?
- Pages not optimised or submitted to search engines.

Domain registered correctly?

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.](#)

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.](#)

Reliable, secure and fast hosting?

Hosting is the practise of storing the website files on a server (a special computer). Are the servers reliable or do they break down often? Are they secure against hackers? Some servers host too many websites and are overloaded. Some have an inadequate connection (bandwidth) to the Internet and your website will appear slow. Beware of hosting companies that offer unlimited (or unmetered) bandwidth. These attract users of high bandwidth, such as porn sites, and loading times can be very bad. [Our servers are carefully chosen for their speed and reliability. We make use of only the best possible hardware available. Server loads are monitored carefully to ensure that load times remain fast 24 hours a day.](#)

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 written quotation detailing all costs involved.](#)

Do you get web site visitor/traffic reports?

It's very important that you can see how well your website is performing. You should get access to detailed reports which show how many people have looked at your site. [Our comprehensive control panel provides all the statistics you need - at no additional cost.](#)

Pages not optimised or submitted to search engines.

Will your web pages be search engine friendly? Will they include meta tags, alt tags etc? Will your web site be submitted to the search engines? If they aren't, then it will be difficult for people to find your web site. [Saxon Internet Solutions will ensure your website is search engine friendly and is submitted to the main search engines and directories.](#)



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