Five things to do
BEFORE HIRING A
WEBSITE DESIGNER

Inspired
WEB DESIGN

Are you ready to say YES to a gorgeous new website – so your dream customers can say YES to you?

Keep reading for my FIVE TOP TIPS to help find the perfect website designer!

Getting started...

When embarking on the journey of hiring a website designer, it's essential to consider various factors to ensure you find the perfect match for your project. Finding the right designer involves a holistic approach that prioritizes creativity, expertise, and compatibility with your vision and business values.
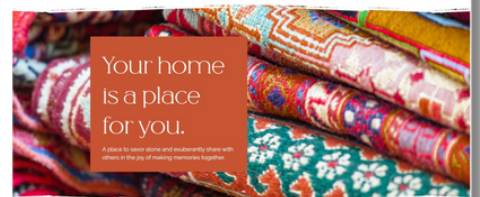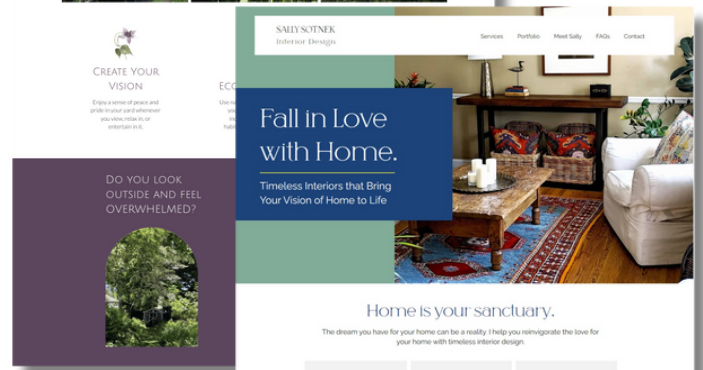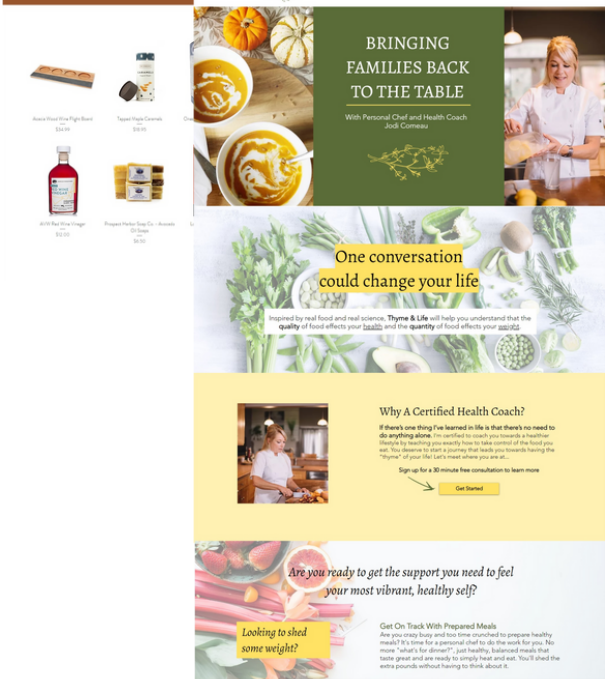
1. Consider the Investment

While it might be tempting to opt for the cheapest option, excessively low website design prices can often indicate a lack of experience, quality, or even a bait-and-switch tactic where additional costs are added later. Websites are significant investments in your business's online presence, and cutting corners on design quality can ultimately harm your brand's credibility and user experience. It's crucial to balance affordability with value and ensure that you're getting a fair price for the level of expertise and service provided.

2. Check Out Testimonials

If their website or Google Business Profile doesn't provide them, request testimonials to gain insights into the designer's reputation and the quality of their work. Reading reviews and feedback from past clients can help you gauge their professionalism, reliability, and ability to deliver results.

3. *Review Their Portfolio*

Before booking a consultation, review the designer's portfolio to see examples of their past work. Pay attention to the quality of the websites they've created and whether they align with your aesthetic preferences and functional requirements. A good website designer pays close attention to detail, ensuring that every aspect of the design is polished and cohesive. Look for designers who demonstrate a meticulous approach to typography, color theory, spacing, and other design fundamentals.

4. Included Training

A good website designer not only builds your site but also empowers you to maintain it effectively. Look for designers who offer training or resources to help you understand the content management system (CMS) used for your website. This training should cover basic tasks like updating copy, changing images, adding a blog post and reviewing analytics. By being able to manage routine updates independently, you'll have more control over keeping content fresh without incurring additional costs for minor changes.

5. Complimentary Services

Consider working with a website designer who has partnerships with professionals in related fields, such as copywriting, photography, and social media management. These complementary services can enhance the overall quality and effectiveness of your website by providing engaging content, high-quality imagery, and strategic social media integration. By collaborating with a designer who can coordinate these additional services, you can streamline the website development process and ensure a cohesive and impactful online presence for your brand.

So, what's it like to work with me?

- My style is down-to-earth, warm, and super organized
- I consider myself a part of your team and I'm going to do everything I can to set you up for success
- I'll build you a beautiful, engaging, high-conversion website ... AND teach you how to maintain it long after we work together
- My time-tested process is streamlined so you always know where things stand
- My turnaround time is pretty quick (as little as 5 weeks), so you're up and running and getting attention that much sooner

The result? A custom-built Wix site that it meets your needs in every sense.

I'm proud to support women-owned businesses. It means so much to me that my clients trust me with such an important aspect of their brand.

I'd love to do the same for you!

– Alethea

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WIX
PARTNER
LEGEND