



THINGS YOU MUST KNOW BEFORE HIRING A WEB DESIGN COMPANY

It can be challenging to truly make "apples to apples" comparisons when choosing a web designer.

This simple guide will help you choose a great web design partner for your project.

 **Wilde Web** Marketing, LLC
Helping the Little Fish Grow in a Big Pond



When you're a small business owner, choosing a website designer is a crucial strategic decision, as a good website can bring you more business and a bad one can drive away prospective customers. Since this decision (and your website) are critical to your business success, selecting the right website designer is essential. Who is going to do the heavy lifting to make your website shine?



CHEAP IS CHEAP FOR A REASON

I speak to a lot of business owners who “tried to save money” by getting a cheap website, or even by doing it themselves. Little did they know that they would need a new one after six months because it wasn't bringing in sales.

Why? Because websites are NOT all built the same.

Think of cheap websites like minimum wage employees. They don't care about you, they don't care about your business, and they don't care about doing their job. As the old saying goes, "you get what you pay for."

Your website should be like hardcore robot employees, ones that work non-stop attracting and converting your target audience into customers.

Your website is your greatest marketing tool, don't treat it as just another product you need to buy. You wouldn't be mediocre with your business, would you? So why would you be mediocre with your website?

SUCCESSFUL SITES ARE SALES TOOLS - NOT BROCHURES

The Internet has changed the way we shop, research companies, discover products, connect and do business. As a result, the quality of your website is now seen as a direct reflection of the quality of your business for customers, prospects, partners, the press, supporters, advocates, leads and so on.

In other words, a website is your number one salesperson and most visible brand representation. Your website can engage more potential customers on a daily basis than any sales team possibly could.

A SUCCESSFUL WEBSITE MUST OFFER:

- ▶ A design that is attractive and professional, reflecting the business you're in and gives a great first impression
- ▶ An impeccably crafted and engaging user experience
- ▶ Relevant, conversion-focused and SEO optimized content
- ▶ A mobile-friendly, responsive design that will look and perform beautifully on both desktops and mobile devices
- ▶ Engagement points, calls-to-action, offers, value propositions and contact methods
- ▶ Blazing fast page loading speed

IMPORTANT STATISTICS TO CONSIDER

- 48% of people cited a website's design as the number one factor in deciding the credibility of a business
- 38% of visitors will stop engaging with a website if the content or layout is unattractive.
- 53% of visitors will abandon your website if it takes more than 3 seconds to load
- 47% of visitors expect a web page to load in 2 seconds or less
- A 1-second delay in page response can result in a 7% reduction in conversions
- Almost 60% of all internet access is done through mobile phones
- 40% of people will choose a different search result if the first is not mobile friendly
- 48% of users say that if a website is not mobile-friendly, they'll take it as an indication that the business simply doesn't care.
- A one-second delay in mobile load times can reduce mobile conversions by up to 20%
- Users spend 70% more time and have 60% more page views on a website that loads quickly

DOES THE DESIGNER HAVE THE SKILLS NECESSARY TO DO THINGS RIGHT?

To deliver the caliber of website necessary to compete online, your web designer needs to possess a broad range of skills.

Your web design company needs to know how to build a high-quality website that works for you, reflects you and your business, builds trust, expands your reach, generates qualified leads and gets results.

A WEB DESIGNER SHOULD HAVE A DEEP UNDERSTANDING OF:

- ▶ Great design (layout, graphics, text location and color palettes)
- ▶ Digital marketing (content strategy and inbound marketing)
- ▶ SEO (search engine optimization)
- ▶ User experience (UX best practices and conversion paths)
- ▶ Web analytics (i.e. Google Analytics, Hubspot, etc.)
- ▶ Mobile-friendly responsive web design
- ▶ Content management systems (i.e. WordPress)
- ▶ E-commerce platforms (i.e. WooCommece, Shopify)
- ▶ Website speed optimization (advanced caching, best hosting)
- ▶ Website security
- ▶ Your industry and it's opportunities online

HOW MUCH DOES A WEBSITE REALLY COST?

Most business owners don't realize the time, knowledge, experience and skill that goes into building a high-quality website that will get results and not end up as just another online brochure with very little traffic and very little sales.

What makes up the cost of a website is not only how the website looks on the surface, but rather, what lies "under the hood" that makes a website successful.

When hiring a web designer, expect to pay between \$50 - \$125 an hour, depending on skill and location. A high-quality business website with a great layout and graphic design will cost around \$2000 - \$5000. If it's an e-commerce site, you can expect \$5000+. The more customized and complex the site is, the higher the costs.

What about copywriting? You may find a designer who is also a great writer, but don't count on it. Be prepared to do your own copywriting, or hire a professional copywriter. Depending on level of experience, expect to pay between \$50-\$250 per page.

HOW MUCH DOES A WEBSITE REALLY COST? (CONT.)

You will also need to factor in the cost of your domain and hosting.

Domain names are inexpensive these days and usually include a free SSL certificate for less than \$15/year.

When it comes to hosting, especially WordPress websites, we cannot stress enough the importance of choosing a web hosting provider that is reliable, lightning fast and has excellent customer service. That's not to say that a great host has to be expensive. The best WordPress hosting providers cost less than \$6/month.

Overall, we highly recommend [Siteground](#) (Grow Big Plan) and runner-up [A2 Hosting](#) (Turbo Plan). They both offer strong uptime, fast page loading times, great customer support, and unbeatably low prices.

Once your shiny new website is launched, it will require maintenance on a monthly basis (regular backups, updates and website security). Does the web designer offer a maintenance plan? Depending on your website's complexity, expect to pay between \$20 - \$100/month.



CLOSING THOUGHTS

Finding the right web designer is not the easiest job you have as a business owner, and it's not a decision you want to take lightly. Your website is going to be the online face of your business. It will be the first point of contact for many potential customers and a driving factor behind whether or not people choose to do business with you.

But once you find the right designer, one that will actually help you reach your target audience—and your business goals, your job becomes a whole lot easier.