



## Tips for Hiring a Web Designer

#1 It might seem obvious, but I'll say it anyway because it's so important. Find someone with happy clients. Look for social proof like online reviews or ask clients in the designer's portfolio of work.

#2 Find someone who really listens and takes the time to understand you. Be sure you feel like you're on the same page.

#3 Be sure your agreement will be outlined on paper. The fee, what it includes, the start and finish dates, who is expected to do what and when should be included. Make sure you have a signed copy.

#4 Make sure you buy and own your own domain and that you will own and have the access information (user name and password) for your website once the project is completed. (Keep this information handy and set reminders for renewing your domain name and website hosting.)

#5 Ask questions. Be thorough. It can prevent misunderstandings.

#6 Let the designer know what works best for you. Many designers work entirely online. If you need to talk or meet face to face to make this process easier for you, let them know.

#7 Be involved. Whenever you're asked to view the work done so far, look it over thoroughly. If anything doesn't look right, let the designer know. Better early in the process than later. Keep in mind that when you give your approval, if you miss something and notice it up later, it might incur an extra charge.

#8 Even though you're hiring someone to create a website for you, it's your responsibility to provide the written content. You know your business best. You can hire someone (the web designer might be a copywriter too) to interview you and write it for you, or at least to edit it. This is an extra cost, but worth it. We don't expect you to know how to write for an online audience.

#9 You're paying for the value an expert brings. If you don't agree with something, keep an open mind. An ethical designer will always suggest what's in your best interest. Which is why #1 is so important.

#10 Don't stress over perfection. There's no such thing. You change, your business changes. It will evolve over time, as you do.

Have fun and good luck!

Email me at [shireen@quietlion.ca](mailto:shireen@quietlion.ca) if you have great tip from your own experience.