

# Website Design Options

You should know what to look for when selecting a web designer. For top [Website Design](#) follow the link.

Yet, there is the rub.

The most accurate and least useful response is "it depends."

In the history of website development, consumers have never had so many options. But, the paradox of plenty is that it makes decision-making more challenging than ever.

Instead of trying to sift and filter all the options available, the key to making a good decision is to know precisely what you need.

Just like you would when shopping for a home, vehicle, or equipment, you should forego the notion of the "best" and instead make a detailed list of your wants, needs, and expectations. In most cases, the optimal choice will present itself automatically.

In other words, rather than looking for the perfect match, narrow down your options until you find a web designer who can help you achieve your objectives.

With that idea in mind, I've laid out the steps you may take to zero in on the best website designer for your needs.

## Establish Your Specific Tech Requirements

How exactly do you want your website to work?

Do you want to create a "brochure site," or a simple website with your contact details and some introductory material?

Or are you hoping to construct a tool with certain features?

The sort of web designer, developer, or agency you'll need to employ is determined by this phase, so it's important to get it right.

An independent web designer may not even be familiar with HTML/CSS, much alone more common web languages like PHP, Perl, and ASP. Web designers whose exclusive concentration is on the web utilise programmes like Photoshop to create logos, colour schemes, images, and an overall mood and user experience.

An independent web designer will often enlist the help of a front-end web developer while working on a project. The part of a website that visitors view and utilise is called the "front-end." A front-end developer will be proficient in "back-end" technologies and familiar with HTML, CSS, and Javascript.

Databases, scripts, and application programming interfaces (APIs) are all part of the back-end technological stack, as is proper computer communication.

Now, you're probably going to look for a candidate that excels in the first, knows their way around the second, and has a passing familiarity with the third. An agency has access to all three if you

decide to work with them.

In addition, many designers, developers, and agencies prefer to use platforms that come equipped with common features. Using these systems will streamline operations and save expenses. Yet, this also necessitates some knowledge on your part with the instruments they are using.

But, you should prioritise how many features your site really need. Which web designer you choose and how you negotiate their workflow depends on your answers.

#### Questions to Ask

When exactly do you need this functionality?

How do you plan for your website to expand?

Do you need to make changes and manage the material on your site?

Is there any interaction required from site visitors?

#### Where to Not Look

Don't use any nebulous thoughts or concepts.

Don't become trapped in a technology you don't want.

#### Case Studies

Consider a new clothing line. Is content creation or clothing sales your main priority? Do you need to keep track of stock? Is it your goal to create a neighbourhood? How do you plan to combine your social media profiles?

A web developer may set up a self-hosted WordPress site to manage the content, and then integrate ecommerce using an ecommerce plugin; but, it could be more challenging to keep track of inventories and include social media. Shopify would allow them to concentrate on e-commerce and social media, but it may hinder your ambitious content initiatives.

Picture a brand-new website for a charitable organisation. Do you have the knowledge to oversee the website and keep it updated? Do you require access to a portal or the ability to make donations? Do you need compatibility with certain user types?

A web designer might create a self-hosted WordPress site with simple contribution integration for little money up front, but it would be difficult to keep up and secure without someone who has taken the time to learn the system. Instead, they may use a hosted website builder, such as Wix or WordPress.com, which may have less features initially but would be much simpler to manage internally.

So, the designer you choose ought to be adaptable as well as educated. It's safer to put your faith in someone you know and like...but be sure they really get you.

Establish your design requirements.

What kind of vibe do you want your website to have?

Understanding how challenging it is to take a client's concept and turn it into a finished product requires experience designing for others.

There are certainly subpar designers, but in general, you can expect a higher quality end result if you provide as much detail as possible about your requirements.

Put your desired course of action on paper in the most simple form possible.

Gather the URLs of your favourite sites and make a list of why you find them appealing. You may

see some of my sample roundups here.

Websites Created using Wix

Some WordPress-Based Websites

Authentic Personal Portfolio Websites

Examples of Internet Portfolios

Templates for Websites Made using Weebly

Cases of GoDaddy-Hosted Websites

Examples of Shopify Websites

Explain on paper why you dislike current layouts so much.

Don't forget that you may create certain design components on your own and then have a web designer include them into the final product.

Clients often hire a professional photographer and then have me, as a web designer, create a site layout based on those photographs. Client-made logos on 99designs have been the basis for websites I've developed.

I've used Fiverr to commission the creation of a logo, a colour palette, or other graphic design components that I could subsequently use.

To get a consistent appearance across all of their platforms, some customers employ automated design generators like Tailor Brands.

After you have all the information you need, you may choose the best web designer for your needs.

Questions to Ask

The proper web designer will be able to provide you an honest assessment of the feasibility of your desired functionality, aesthetic, etc.

Choose the method you'd want to use. Do you want to have input at every turn? The best way to offer and take criticism is. Which features of the layout are the most vital? What can/will you sacrifice when money becomes an issue?

Where to Not Look

Designers who can't explain their process should be avoided. Designers that don't have a clear procedure to follow should raise red flags.

Both of you will benefit from a documented procedure for the design. It's easy for the feedback loop to continue on indefinitely, leading to mounting frustration.

Be as detailed and clear as you can, especially while expressing your feelings.