FAQ: HIRING A WEB DESIGNER

WHAT SHOULD I KNOW ABOUT MY BUDGET?

Having a rough budget in mind is very helpful. Know what you are able to spend. "An implied budget of $0, or 'as little as possible,' leads to getting very low value for your money in my experience," writes one designer. Another designer on our list writes, "Once I understand the client needs and their budget expectations, I often recommend several plan options and we collaboratively create a realistic budget around selected marketing initiatives."

WHAT ELSE SHOULD I HAVE READY BEFORE I CONTACT A POTENTIAL DESIGNER?

One of the designers recommends you come with "a list of features/things they want the site to do, example sites from the Internet they like the look of, and how much collateral they have (e.g., text, images, video, etc.)." Another recommends you "gather all existing marketing materials, with links to any related existing websites, blogs and social media and assess basic goals for brand strategy and development."

HOW MUCH TIME WILL THIS TAKE?

Make sure you have the time to commit to website design and construction. A designer on the list recommends that you "expect to do as much as the person you're are hiring. If I estimate 40 hours to complete your project, it will likely take about 40 hours of your time as well." Creating a site usually takes a few months, and you will most likely meet regularly with your web designer.

MORE HELPFUL TIPS:

http://sparklingrobots.com/blog/three-questions-answer-you-redesign-your-artist-website