

**C**hoosing

A **T**rusted

**W**eb **D**esign **A**gency





**Creating a good website is easy enough; but becoming successful amidst a sea of competition takes not only skill, but luck. Right now, it's considered strange if a company doesn't have a website. For small or start-up businesses, building their online presence is important these days to gain an edge. If they don't have a piece of the web's attention, it's equal to losing money as well as potential clients.**

When it comes to [Web application development](#) and web design, businesses can either make one from scratch, or hire professionals. The latter is thought to be more effective because it saves not only time and money; but other aspects such as *SEO* and marketing are also taken care of by the web design firm. But with so many choices, to whom should the project go to?





## Top Things To Look For In a Web Design Agency

A *visually-appealing website* is sure to attract a good audience. Therefore, the design agency should have experience creating unique and interactive graphics, original images, as well as have a background with *user personas*. That's because different kinds of people are drawn to different kinds of designs. If web designers have knowledge regarding what most users look for, they would be able to tailor their style based on market desires.

Aside from imagery, *copywriting* is crucial to encourage users to take action. Copywriting is a skill involving the creative use of words to convince people to complete a certain task. Whether it is to sign-up or buy a product, the correct words or phrases can certainly add an additional value to any website. Look for a firm that has in-house or off-site copywriters or content writers.

A company that doesn't evolve will fall behind the competition. So pick a design team that is always innovating or playing with ideas. Most of these might sound too far-fetched or even illogical at first – but often, it's these unique concepts that later become trends. If a web design firm has a rich portfolio of quirky or extraordinary past projects, consider this during the decision-making process.



## Questions Before Sealing the Deal

- *What is the track record of the company in terms of client reviews, results, and/or hard data?*
- *What does their pricing involve (i.e. planning, development, hourly or weekly rates, etc.)?*
- *How stable is the design team or agency?*
- *How many people would be in-charge of the project?*
- *Would there be licenses or copyrights associated on and after the project?*
- *What does the company look like as a whole: their management, business goals, and staffing?*
- *Are they qualified to tackle the project? If so, what are their credentials?*
- *What services do they typically offer? Are there other options aside from web design or online marketing?*
- *Will they take care or maintain the project after it's been launched? If so, how?*



Entrusting a **website** in the hands of another is a critical decision. It's important that the firm chosen is not just ready and willing, but also have a **passion for excellence**.

