

How to Find a Web Design Company Without Going Crazy

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There are so many web design companies out there these days it's enough to make your head spin. At last count, Google came up with 173,000,000 search results. Don't freak out – your search can be easy and pain-free with this simple guide below. We will show you how to select a [web design](#) and development company that will meet all your goals and not drive you nuts.

Who

Who are your customers? What information will you be providing them? It is important to have a clear idea what role your new or redesigned web site will be like. A good web designer will want to know the following:

- Your intended market or audience.
- The role of your new web site.
- Your budget.

What

What websites do you admire? They may be your competition or in unrelated businesses. Sometimes the web design firm is included in the site credits or is listed elsewhere on the website. If you cannot find the credits on the site itself, don't hesitate to contact the business and ask them which web design firm is responsible.

How

How is the web designer going to help you? Gather a list of potential web design firms and ask them this question and then ask them several more:

- How consistent they are?
- Do they have any testimonials that speak about their credibility?
- Do the projects in the portfolio have a consistent quality?
- Have they consistently given good results in the given time frame?
- Has the [web design company](#) provided solutions to other companies in your business category?
- Have they dealt with similar challenges to those faced by your organization?

Remember - a web site doesn't have to be flashy or animated to do its job. Check for organization of information, ease of

navigation, overall cleanliness and user-friendliness.

Why

When they tell you how much it is going to cost, don't scream - instead, ask them "why?" Experience and fees are very much related - this is called the EF of a web design firm. The general rule of thumb is the more experienced they are, the more they are going to charge. Don't sacrifice quality just to save a few bucks. On the other hand, don't pay through the nose if you think you can get a better deal somewhere else.

Here are some more questions related to fees that you can ask:

Technology - What is their technological competence? Does it match with your requirements? How frequently is their technology upgraded- both in terms of software and hardware?

Deadlines - Has the company carried out the projects in a specified time? Time is one of the most important factors as the longer it takes, the higher the costs get.

Responsiveness - How promptly does the company respond to your inquiries? Are they responsive to your suggestions and questions? Do they explain issues in ways you can understand? Do they share your general vision for the site?

Communication - Poor communication is one of the major roadblocks for business processes. Ensure that the company who you will be working is comfortable with the language you speak.

[Services](#) - What services does the company offer other than designing? What kind of value-added products or services can they bring to the table?

Where

Where you end up will be determined with a proposal. Ask the finalists to send you a proposal. This will help you decide which web design firm understands your requirements best. And ask each [web design firm](#) to include a description of their development process of the project. Take these points into consideration:

- Likeability of the proposal
- Strength and weaknesses of the proposal.
- Presentation and format style.

When

After you have reviewed all proposals, compare them with each other. How do they fare in terms of presentation? How do they appear in terms of project management? Do they present scalability and/or upgrade paths for your project? Is the price worth it? You should have a winner by now. Your next question should be: "When can you start?"