

So, you're looking for a web developer?

It's time for you to choose which web developer will build your online project. But how do you decide? Here are a few things to think about.



6 tips for a great website



Engage & Explore strategy

Make sure the developer understands your needs.

As beautiful as a website may be, it really is just a tool designed to help you achieve a certain objective. If your candidate web developer isn't asking specific questions about your objectives before quoting your project, then they are guessing as to what your needs are.

Look for a development company that engages and explores your project. The needs of your business and your users should drive your strategy. A developer that really understands your needs will customize a strategy that achieves your goals.



experience

Design & Technology

The best way to judge a web developer is by its previous work and experience.

Choosing a web developer with the right experience is especially important when your project requires custom website features and programming. Don't fall into the trap of using a "design" agency when what you really need is a development company.

To avoid hiring a designer to do a developer's job, ask about a developer's previous experience with more technical websites and online services to ensure it has examples of functional/tech-heavy websites and not just logos, flyers and print design.



User Experience &
design

Check out a web developer's portfolio.

It is important to have a beautiful website that is easy to navigate, appeals to your audience and delivers your message.

Your prospective developer's homepage and portfolio is a telling sign of the quality of craftsmanship you can expect on your project. A well-designed and fast-loading site, with an easy-to-navigate portfolio is a must have for a web design studio. It shows that the firm is serious about its work and pays attention to detail.

If your candidate design company's previous work (including their own website) is slow, looks dated, or is difficult to navigate, it's probably a good idea to look elsewhere.

Get The quality You Pay For

If your quote seems too good to be true, then it probably is. It can only mean either one of three things about your candidate web design company:

- 1 They are cutting corners by using templates.**
- 2 Their experience doesn't justify professional rates.**
- 3 They are outsourcing the work.**

Unfortunately, many cheaper web companies use free or cheap design templates in order to allow them to quickly create a site. Some even outsource the entire project. Neither solution is “right” or “wrong”, but you definitely want to know what you are buying.

mobile

friendly design

Consumers have high expectations for companies to provide a great website experience on every device and are increasingly less patient with websites that are not mobile friendly. It is important to ensure that your website's visitors enjoy an optimal viewing experience no matter what the device.

Ask if your website will be Responsive. Responsive websites automatically scale to the screen resolution and size of the device that it's being displayed on. Your website will look great if it's viewed on a desktop, laptop, tablet, or smartphone.

Will your website work well on all browsers & mobile devices?



cms

Content Management

Make sure that your website has an open-source CMS to fit your needs.

A Content Management System (CMS) is a web-based program or application that allows you to create, edit and manage your website content. With a Content Management System, you can make the updates yourself and they get published immediately.

Ask for a Demo - Your CMS should be very simple to use and make updates. Also, make sure the CMS is open-source. You don't want your site to be built on proprietary software that forever links your site to that developer.

Your website Is An Investment

If you're using your website just to put up your phone number and hope somebody finds it, then going with a cheaper and less experienced designer or using a do-it-yourself service can do the trick.

However, your website is more than a digital phonebook. It will be a direct representation of your company. It will most likely be the first point of contact with your company.

If you're serious about your business and getting your message out there, then an honest designer will tell you if your strategy is feasible with your current budget.

In the end, make sure the web developer understands your needs.

We can help you make good decisions during the planning and implementation process. We will tailor solutions that fit your needs, your users' needs, and even your personal workflow habits.

Put simply, we'll make something that we can both be proud of.

www.darkstar-digital.com
(615) 883-3399