

# 9 STEPS TO SUCCESS

## WHEN HIRING A WEBSITE DESIGNER



WEBSITE STARTUP GUIDE



**DECISIVE**  
MARKETING SOLUTIONS

# Thanks For **Downloading** My **Website Startup Planner!**

In this digital era, websites are such a necessity for a service-based business owner. They allow you to showcase your expertise, your brand style and your products/services that you have for sale. By definition, a website is a set of related web pages that are stored under a single domain name, produced by an individual or an organization.

In this guide, I am going to explain what you should bring to the table when hiring/communicating with a website designer.



# The Website Process Can Be Easy

When you are in the process of hiring or working with a website designer to build your website. Look at it as a partnership, you are not just pushing the work on the designer but collaborating to accomplish a set goal that will improve your business. I am here to tell you as the business owner you have work to do as well once you hire a web designer. It makes the web design process seamless and easy when you can come to the table with the needed requirements to make a truly amazing website. As it creates a level of balance and synergy between you and the designer.

## You should come to the designer with:

- A goal in mind for your website project
- A professional logo
- A mission/vision statement
- 2-3 example websites
- Content/verbiage for your audience
- Descriptions of your products/services
- Product/digital product images
- Professional headshots/images
- An estimated budget for the service



# A Goal In Mind For Your Website Project

Your website should always be built with a goal in mind. Do you want to educate your potential customers on your services? Do you want them to purchase products directly from your website? Do you want your customers to come to your place of business (ex: fitness center). These are questions you need to ask yourself to craft an overarching goal that measures the website project's success.

A goal is an aim or a desired result. By having a goal for your website, it helps your website designer develop a strategy and decide on the specific functionality that will be needed for the project. It also helps you determine if your website outcome is successful. When setting a goal for your website consider every aspect of your business progress at that moment and be realistic when about the goal that you want to accomplish.

# A Professional Logo

A logo matters! It grabs your audience's attention and creates an excellent first impression for your audience. When building a brand identity, your logo can stick in the mind of your audience and make your brand more recognizable in your content, marketing collateral and website.

A website needs a unique logo because it is one of the first things your website visitors will see when they click on your site. When you have a logo designer develop a logo for you make sure to that you receive a PNG image file for your logo. This is very important because as you expand your logo in size, the logo will not lose pixels and look blurry like a JPG and JPEG image file will. I repeat, buy a PNG image file for your logo. You will definitely see the difference.

**PNG**



**JPG Or JPEG**



# A Mission And Vision Statement

Only a Mission statement is required but it helps to have a vision for your business's long term growth. According to fond.co, "a mission statement is an action based statement that declares the purpose of an organization and how they serves their customers."

Now it's useful for a website because it informs your audience of your purpose and why you are in business in the first place which creates an emotional connection. As a website designer, I believe that it makes your business more trustworthy and helps differentiate your business from others in your industry. When sending assets to your web designer, make sure to include your mission statement and how you plan to accomplish this mission through your business activities.

## **Mission Statement Example:**

"McDonald's brand mission statement is to make delicious feel-good moments easy for everyone." This is on their corporate website and that is exactly what they do!

## 2-3 Examples Of Websites You Admire

This is a very important requirement when working with a website designer because it provides them with an idea of your style and preference for your brand. There are so many stunning websites out there to acquire inspiration from! Truthfully you may want your website to be a certain way and not know how to express the design to a website designer. By having 2-3 websites lined up that you admire, you can visually show your website designer what the area of the website you would like to recreate for your own business.

I know what your thinking... That's copying! No, not really many designers use inspiration to create their best work and websites are no different. You don't have to always re-create the wheel, just build on the inspiration and get creative.

# Content/Verbiage For Your Audience

Content is a very vital piece to a website and is required because it explains what your business does and who you are as an owner/CEO. This is not to be taken lightly! A website visitor should know what you do within the first 30 seconds or less of coming to your website. The only way to explain what your company provides to the marketplace is to have great website content! Especially a great hook for your front page or website visitors will bounce off the page.

This all comes from the verbiage that you give to your website designer when you guys discuss the website or you complete their website design form.

You have to put time and energy into your content so that your website visitors actually understand why they need to buy your products and services. What benefits will they get from your brand?

If you have the budget for it, you can hire a copywriter to draft your website copy or a website designer that offers copywriting services as well.



# Descriptions Of Your Products And Services

You do want to make money don't you? Of course! Descriptions of your products and services are KEY to making money online. Website visitors want to know why your product or service is better than your competitors that have similar offerings. They want an accurate description of what they will receive whether it's a product, digital product or service.

Descriptions for products and services are also classified as content for your website. This content is essential to running an online business because it helps you share needed information for your website visitors to make a buying decision. Product descriptions should be written in detail, full of benefits to the end consumer and created with your customer in mind.

Product content is your chance to show you are different and bring a new twist to the marketplace.

# Product Images/Videos

Product images truly make a website! Imagine going to a website without any product images or even low quality images. I can almost bet that you bounced off of that website so fast!

Exactly. Your website visitors will do the same if you have low quality images or worst, none at all. When you give your website designer your brand assets, make sure to give them a complete set of all of your high quality product images and videos because it will make or break your website traffic. Your customers deserve to see high quality images, videos and mockups depending on what your business is.

Website images draw attention, trigger people's emotions and improve the user experience on your website. If you have the budget, make sure to invest in a brand photoshoot or use an updated camera phone to make some high quality images.

# Professional Headshots/Images

Professional headshots and images go along with the last slide because as a service-based entrepreneur, you are the **PRODUCT**. When you serve your clients you deliver a product. Give high quality headshots of yourself, your team, images of you in action and photos of your workspace. Doing this, builds trust with your website visitors and potential customers, because they can see you really perform your services. You don't just talk the talk but you also walk the walk!

Overall, images make a website and the best websites have high quality images all over that delivers a great feeling to their customers while instilling their brand identity. Now if you don't have any images I do believe you should make an investment in them or take a high quality photoshoot with your phone. Nowadays, phone have the capability to shoot extremely professional pictures. You can also go to **FREE** stock photo websites like [unsplash.com](https://unsplash.com), [pexels.com](https://pexels.com) and [pixabay.com](https://pixabay.com) that you can use for your website.

# An Estimated Budget

A website can be packaged but it's not a one size fit all package because there are so many different elements to building a website. There are so many different website builders and web development platforms that can be time-consuming.

That's why you should start with a budget for your website. Pricing can change based on what your needs are for your specific business website. To accommodate for the different elements that you may need, it's best to have a set estimated budget that way you can have your website created with the functionality that you truly need.

When you purchase a website from a designer, just know that you are paying for their time, expertise, and website strategy. The price that you pay for the website will increase your value and earning potential. Invest wisely and change your mindset from you losing money to you and your business gaining value in the marketplace.



**"The path to success is to take massive, determined action." -Tony Robbins**



Hey, my name is **Antoine Harris** and I'm a website designer and strategist at **Decisive Marketing Solutions**. I want to personally thank you for taking the time to download and read through my free **Website Start Up Guide!** I hope it has brought you much needed clarity for when you get a website created for your business.

At **Decisive Marketing Solutions**, we build beautiful and strategically designed websites and Facebook ads for service-based entrepreneurs that create a strong web presence, improves their lead-flow and increases their sales. For Website Design Services, contact us at our website:

[www.decisivemarketingsolutions.com](http://www.decisivemarketingsolutions.com)



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