Business Practices That Lead to Successful Freelance Web Design by Kurt Zeno

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The field of web design has experienced tremendous growth in the past ten years. This is due to the fact that the Internet contains a wealth of information and designers are constantly looking for creative and unique ways to format this content. This article will offer a brief overview of what steps you should take in order to transform yourself into a successful freelance web designer.

The first and most important thing you should have is your own website. Many freelance web designers overlook this step and will lose business because of this. Many potential clients want to have a solid place to go when they have questions, or more important: when they want to make a purchase. Having a website with a gallery of past clients gives customers a feeling of reassurance that you'll do prospective jobs well.

A second consideration is the aspect of advertising and social marketing. Of course building your freelance portfolio website is important, but what good is it if no one visits it? A really good idea it to join a website design forum and add your freelance website to your signature. That way every time you post a message on the forum you'll be advertising your business as well.

Another good way to advertise your services is to create a icon pack, template, or snippet of code. This makes an excellent promotional item in which you can embed your website link or logo. If your freebie is lucky enough to go viral you won't have to worry as much about sending traffic to your freelance website. In addition your freelance name gains positive reputation and increased stability which means you can charge even more more for the same services you offered before.

Furthermore you should learn as many web design skills as you can. At the very minimum you should have decent knowledge with html and css. Expanded skills like search engine optimization can drastically increase your client base. In the bloated Internet more and more websites are fighting for higher search engine positions. This turns into a huge customer base looking for your added services.

Finally, you should be able to back up your skills. Having a degree in web design from a college is certainly the best credential. However, having certificates in individual languages like html, css, and php from testing sites are also good to have. These drastically boost your credibility. In addition one added benefit is that you have the network (certificate granting institution or college) behind your certification or diploma. Studies show that an individual from the same network is far more likely to throw work your way than someone from a different network. It's always a good idea to display these credentials.

In closing, these methods work best when used together. Ignoring or skipping recommendations tends to drastically reduce the overall effectiveness of this system. Remember this the next time you look for a freelance job: The web is full of people just like you, what makes your service better?

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