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What to consider before hiring a web design company? by Sumit Arora

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When it comes to hiring a web designer, you are bound to get confused with the number of options available today. There are people who are willing to do it at cheap rates as freelancers. Then there are companies that sell predesigned templates for you to choose from. But when it comes to quality and professionalism, nothing beats a professional web designer company with several successful projects in their belt.

It is convenient to be lured by freelancing designers who are willing to design it for you at cheap rates. But if you want a well-designed and technically sound site, then our advice is to go for a professional web designer. While choosing a web designer, you should consider the following factors:

State your requirements: When you go to a web design company, decide on what type of site you want to create. There are various types of web sites available, including static HTML (for brochures), ecommerce (with a shopping cart), database, Flash, and web sites with their own content management system. Once you have decided on what site you want to create, make sure that the web designer has relevant experience in creating such sites.

Read the proposal and contract: Your web design company should send you a proposal for your web site along with a contract. Read the contract carefully before signing the dotted line. Without a contract, you are bound to be in hot waters if the web design company goes rogue. The contract should clearly state the project deliverables, timeline, price, and requirements. A formal contract ensures that both parties agree to each otherâ€™s expectations.

Consider other elements such as maintenance, updates, etc: Creating a web site is not a one-time activity. Check whether the web design company has an update package. Ask about the price of the package and the timeline of updates. You would also have to consider whether the web design company is offering a guarantee. Most web design companies do not. So if you find one that does, then it means that it feels very confident about its capability. Finally, consider the availability of the design company: whether it is available on phone or email, at what hours, 24X7, etc.

Search for a suitable web design company: Once you have decided on the required elements for your site, it is time to search for a suitable design company that can deliver them to you. You can either search for a web design company on the Internet or in Yellow pages. Most web design companies who are advertised in Yellow pages are reputed ones. Another useful method is to browse the Internet. If you like the design of a site, then check the bottom of the page or the contact page. You will find the name of the site designer there.

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Author is a promoter of
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