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What to Look for when Choosing a Web Designer for Your Business by [William Hauselberg](#)

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A web site is an excellent tool for Pittsburgh professionals to use, helping to promote your business. If you're a web newbie, however, the process of designing and putting together a unique site may seem overwhelming. Instead, think about hiring a custom web designer Pittsburgh who can create and cultivate a site specifically for your needs. Before choosing a designer to work with, make sure to keep some things in mind. There are certain characteristics professional designers should possess, and knowing what to look for will help you determine who the best designer will be for your needs.

Look for Proven Experience

Make sure the custom web designer has experience that you can trust. A web designer should be able to direct you to other examples of their work, so you can scan the results and make sure it holds up to your standards. You don't want to agree to work with a company only to discover too late that the designer doesn't have the skills necessary to deliver results. By taking the time to research and seek out the best quality designers, you get the peace of mind in knowing that your site will be completed on time and will look up to par.

Know Fees in Advance

Know ahead of time what all the fees associated with the design process will be. Hidden fees can majorly eat up a budget, as well as add hassle and frustration to a process that doesn't need to be stressful. Before starting the project, the custom web designer should be able to provide you a list of all costs, with a bottom line outlining what the total charge will be. If a designer is hedging questions about costs, or doesn't seem consistent when the two of you discuss fees, these should act as warning signs that things may not be on the up and up.

Keep an Open Dialogue

Look for designers that encourage an open dialogue with their customers. While they may be the professionals and the ones doing the actual designing, ultimately it is your site, and you should have final say on the look and feel of the finished product. It's perfectly acceptable to pose questions to your designers and propose ideas for changes and improvements. In turn, the designer should keep an open mind and thoughtful ear toward your suggestions. Any designer who discourages this open dialogue may prove difficult to work with in the future, and should be avoided as a final choice.

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