

Professional Web Design: Does it Really Matter?

By Rozey Gean

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You may never get a second chance to make a good first impression. How many times have you heard that one? Sure, it is very important to make a good first impression face to face, but is it all that important through your web site? You bet it is! It is probably even more important over the Internet because you must sell yourself long before you have the opportunity to converse with your potential clientele. Because the relationships you establish over the Internet are not generated through personal, face-to-face contact, your web site becomes the Introduction to YOU! Therefore, the design of your web site will greatly determine your success via the Internet. Professional web site design could mean the difference between actually generating profits for your business and merely hoping someone will buy.

Where one begins in deciding whom to select for professional web site design can often prove to be mind boggling. How does one appropriately determine which designer to retain? What sets one designer apart from another? Can I actually afford the fees of a professional designer? How much is a professional designer really worth? Certainly, these are all questions that come to mind during the preliminary stages.

For starters, one of the most important and obvious characteristics of a professional web site designer is his/her own web site. In reviewing the professional designer's own web site, you will be able to gather valuable information about the designer. The designer's site should not only be appealing to the eye, but it should provide answers to your questions pertaining to professional design, as well as what services the designer offers. For example: does the designer's web site easily guide you to and explain each service offered; provide you with insight on every aspect you should consider in the design process; and give you a comprehensive overview of packages you can select from with a price list to determine how he/she can work within your budget?

Another factor to be determined in your selection process is how effective the designer has been in creating sites for other clients that actually produce traffic and sales. If the designer's site does not include testimonials or lead you to other sites he/she has created, do not hesitate to request these references.

As a client, you may not have the eye of a designer. While you are good at what you do, web site design is not your forte in life. You may depend on the designer to tell you what you need, why you

need it, and what needs to be done to accomplish it. In selecting a professional designer, seek on who offers a free consultation as part of his/her services. Should you be starting out with an existing web site or a list of ideas, the designer must be willing to conduct a thorough review and offer competent, professional, and honest feedback. While the designer is a professional in design, you are the expert in your particular field. You should be able to provide important content that is directly related to your field to aid the designer in creating a dynamic marketing tool-your web site!

Yes, professional web design really does matter and well worth the investment! Just as with any investment one makes in life, putting your money into a professionally designed web site can be viewed as "buying into your future." Without making that initial investment, you will never know the rewards you could have harvested!

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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