

Radiant Website Design, Ltd. It's a new day for your business

Important Things to Give Your Web Designer (after the chocolate)

Building your business' first website or redesigning your current one should be seen as a partnership between you and the designer. The more information given and planning done beforehand will lead to greater satisfaction in the final product. Here are some things to think about and get ready to discuss.

1) What do you want the site to do for your business?

- Give information about the company, hours, location, sales.
- Sell products on-line.
- Start a blog

2) What do want it to look like?

- How many pages will it have? And what will they be?
- Look at other websites you like and don't like and be able to explain why. Was it the colors, font, layout, features?
- Look at your competitors websites. Do you want similar things? How would you improve them on your site?

3) Content

Have as much of the content as you can ready to give when needed. This includes the text for the pages, logos, and pictures. Much of the delay in building sites is waiting for the content.



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(847) 924-4154

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4) Limitations

- Does the site need to be running by a certain date to support a separate marketing event?
- Do you have a budget that needs to be kept under? This would affect design elements and features so its best to give this ahead.

These are some of the things I discuss with new clients. To schedule a free initial consultation, call me at (847) 924-4154.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: Using text to your benefit.

Until we *Geek* again,

Cathy Gazzolo, the "Artistic *Geek*"

Creating websites that are easy to use and easy to find.