

What do Professional Web Designers Do?

An effective website takes hours of planning, discussion and research even before the design and content development. A professional web designer can implement proven skills to create your web site quickly and efficiently saving you time, money and effort so that you can concentrate on running your business.

These are just some of the many tasks, technologies and skills involved in web design and development.

Web Site Setup

- Domain registration and maintenance
- Determining website server needs taking into consideration future expansion and updates to the website – ex...apache, linux, windows
- Setup of website on new host server including coordinating with technical support to set permissions for applications, connections to databases and security measures to ensure that data collections are safe from hackers.
- Understands domain and email forwarding and aliases and when to use them
- Coordinates updates to the DNS nameserver when switching to a new host
- Researches and registers a domain name which is effective in SEO, is easily remembered and indicative of your business
- Advises on which extension is better: .com, .net, .ca, .tv, .biz?

Research and Development

- Consult with clients to determine the objective for the website, its purpose, the target market or audience, the marketing message and a long term plan for future expansion.
- Researches the competition to see what they are doing online and how they rank in the search engines
- Researches keywords for your site to determine best methods of optimization
- Locate graphics and images for your site using corporate websites, stock photography sites, free photography sites, royalty free stock photography software packages and more...
- Create graphics and images for your website from scratch using Photoshop (\$899), Illustrator (\$600) and other software
- Scan images from brochures, photo albums and or/do on location photo shoots of products, staff, etc....
- Research or locate affordable applications or programs that will increase website interactivity and ease of use such as: photo albums, form generators, database programs, shopping carts, banner rotators, content management or web editors....etc...

Website Design

- Use their knowledge of color psychology, typography, online marketing and graphic design to design an effective and professional look or theme for the website which captures the purpose and vision of your business.
- Design logos, graphics, taglines, slogans, using their collection of 150 plus font types in combination with clip art, textures and vector images from purchased graphic collections.

- Use professional web design software installed on a top end computer in combination with manual tweaking and hand coding of html to ensure that site loads clean and quick.
- Endeavor to stay up to date on new trends in technology by joining online forums and newsgroups, receiving marketing, web programming and web design newsletters and ezines and networking where possible
- Write, edit and proofread web content ensuring readability, correct punctuation, spelling and grammar
- Design a home page that captures visitors within the first few seconds ensuring that they will browse further into the site rather than surfing to a different site
- Designs a site that is cross platform and browser compatible and viewable with graphic as well as text browsers and set up to work in the most common screen resolutions
- Designs a site with quick and easy navigation so that any visitor can get to what they are looking for within two to three clicks
- Uses a minimum of flash, bouncing objects, trailing cursors and other eye candy because they understand that “cool” is not what the web visitor is looking for when they go to a website.
- Designs a website that is easily updated and maintained with potential for expansion into other product areas, services, etc...
- Tests the completed website on different platforms and in different browsers before launch to ensure compatibility
- Uses their knowledge of secure servers, SSL, payment processors to setup shopping cart and ecommerce sites which can securely take credit card orders online.
- Writes manuals and sets up training programs to show staff and/or clients how to maintain or update their website using a content management program, how to setup email autoresponders, how to setup email accounts, how to add products and change prices within a shopping cart database, how to setup email newsletter programs, how to use a mailing list online, etc....
- Show clients how to take pictures with their new digital camera, how to get the pictures off the camera and onto a computer and how to adjust, resize and compress that picture so that it is suitable for use on the website

Internet Marketing

- Consult with clients on the best keywords and keyword phrases to optimize for depending on competition for the keywords and how they are used in searches
- Using the keyword research, edit title tags and site meta data to ensure the highest search engine ranking possible – Search Engine Optimization
- Streamline and optimize site code ensuring that text is used appropriately and that important keyword text is close to the top of the page.
- Employ the use of a sitemap where required to encourage search engines to index more pages on a site
- Train and consult with the client regarding reciprocal link exchange and links building to increase pagerank in Google
- Check site ranking and analyze site statistics and weblogs to determine who is currently visiting your site, which search engines or directories are they coming from, how long did they stay on your site, what pages did they look at and why....then adjust keywords
- Submit site to major search engines and advise clients on when to employ pay per click and paid submission search engines and directories to increase ranking and traffic