PSM Infotech
A CREATIVE AGENCY

NO WEB DESIGNER WOULD DARE TELL YOU

7

DEADLY MISTAKES

TO AVOID WHEN
YOU HIRE
A WEB DESIGNER

FREE REPORT

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Choosing a web designer isn't simple, but you require to do it. Your business is up and going, you have the old marketing stuff like visiting cards and brochures, and now you are thinking of your last obstacle: getting your Website & social media up. It is time now to introduce your business to the entire planet Earth via this Website. No stress, right?

But there are common mistakes most businesses making when hiring a web designer, so read these mistakes mentioned below and avoid it.

1. Not Recognizing Your Essence Requirements & contents

How can you get the Website that's best for your business if you don't know your core requirements ?

We don't intend the technical requirements. We mean the required presentation and results clarity.

Many businesses jump into hiring a website designer without preparing any content & list of minimum requirements. That is the biggest mistake businesses making.

For example, you should have ready information for

- Company introduction
- Company's Products & Services
- Products Photos and videos if
- Contact Information

Should have minimum requirement list like

- Inquiry forms you want on the Website
- Important points about your target audience
- list of few competitors and reference websites

And share the patterns with proposed web designers. Focus on gaining faith that they can handle your expectations.

2. Not Sharing Your Business Goals and Marketing Plan

Website requirements make sense when performed too business aims and marketing plans. Those documents offer connections. They allow the web designer to collude well as they support you reach your business aims.

3. Asking to copy-paste content from other's websites

That is the biggest mistake many business owners making, and they guarantee to make their Website will go to the dustbin. Google never index such Website, but blacklist. There will be copyright issues, and sometimes if irrelevant information gets copied, your visitors will be misguided. So never make this big mistake.

4. Not Reviewing Web designer's Website

It's easy for any business to fall in trouble. That is, they're so occupied building websites for others that they don't have time to form and manage their own. Do not forget to check your website designer's Website.

Hire a web designer that is professional and entirely active and updated on their Website. It's evidence of their expertise, skill & assurance.

5. Not Spending an Aggressive Price

Like most matters in life, if you pay more concise than the profitable rate, you're probably getting lower quality, encounter delays, or encounter rework. So consider the Websites as an asset and invest enough for that. Do not go based on cheap rates.

6. Not Making a Content Management System

Before you select a web designer, make sure the Website they create includes a content management system (CMS). WordPress is the most popular web platforms that come with a CMS.

With a CMS, anyone who understands how to use Office or similar tools can instantly learn how to add new approved content on the Website. No dependency on the web designer.

7. Not Making a Mobile-Friendly Site or Responsive site

According to a recent study, almost 70% of the website traffic coming from mobile devices. Smartphones and tablets for internet searches and online purchases. Please don't leave your potential and existing customers striving to view a static site on their mobile device. Ask that your web designer produce a website that is attractive and easy to use on desktops and mobile screens both.

To learn more please visit our website www.psminfotech.com