

Web Design Business

Thursday, 10 April 2008

Web Design Business: The Why's and The How's

More and more options to set up an online business are coming up. And the options are plenty for web designers. They have only to bank on their skills and start earning big bucks by starting up their own web design business. Since the world is fast becoming web-based nowadays, more people and companies are in need of websites. And of course, since the web is now overflowing with websites, a simple one simply would not do. So a lot of people are finding the need for a well-designed website, and not everyone knows how to create one. So web designers are certainly reaping the benefits of a web-based world.

So, if you are a web designer, why don't you start up your own web design business? It's pretty easy to do, and more worthwhile than sitting at the office with your boring day job. Why? Here are the reasons. First, you don't even have to go out to work. You can stay at home and work at home. This also means you are in-charge, and you get to decide when you work and when it's time to take a break. As a web designer, certainly your mind is an artist at work, which probably needs stimulation, anyway. And being confined within an office will not do the trick. Second, you also decide how much to earn. This is not a benefit entitled to web designers who are just starting out their own web design business. However, as you become a mainstay in the industry, you can charge your own rates. You also decide how many projects you can take on board. No matter what you do, every effort you exert, and every single move you make as you design will all contribute to making you, and not your boss, rich. The third reason why web design is a good business is dedicated to those who are not employed, or who are staying at home for some reason. If you are a web designer, don't waste any more time. Don't bother looking for a job. Go freelance instead. There are also some people who may not be web designers, but have plenty of time to spare, such as housewives or students on their summer vacation. Try to learn how to design simple websites, then design sites for smaller businesses or organizations as a way to earn some extra money. Starting up a web design business is maximizing your resources – yourself, your knowledge, and your skills.

If you think you're up for a web design business, go right ahead. Here are some tips on how to start your website design business.

Showcase your expertise

The first thing you need to do is create a portfolio of your works. A portfolio is the most important basis of a client's decision to sign you up. Compile your best works, and choose designs that can show off the different things and themes you can do. The best portfolio items are the sites themselves, so if your client agrees, keep a copy of the site you designed on your own server. If not, you can provide a link, but make sure that the company hasn't had the site redesigned by another designer. Or else, it's not your work anymore. The next best thing is to produce screenshots of your site designs. When you are going to a client meeting, you should print out the screenshots as well. You should show prospective clients at least five different sites in your portfolio. If you currently don't have a portfolio, try talking to some smaller-scale organizations, even churches or clubs, and offer to build their website for free and inform them that you are planning to use it as a way to build your portfolio. It may not sound entirely favorable to build a site nonprofit, but you certainly can't expect to make money immediately. Besides, without a portfolio, you won't even get started in the first place.

Be accessible

Another way to ensure that people and companies can contact you is to give out your contact information. Place your contact information in sites you have designed, especially the sites you use as part of your portfolio. Once people or certain companies come across the site and are interested in your design, make it easy for them to contact you. If it takes a lot of effort to find the designer, well, there are so much more web designers out there that they can easily turn to.

Promote your business

We all know that any business can fail if it is not properly or sufficiently promoted. So promote yourself. Search engine optimization SEO is a good way to work concurrently with your design business. Don't think that just because it's a home business or an online business, it does not have to be promoted anymore. Well, that's where you're wrong, and it can cost you all the effort you've put into making a portfolio. So, make sure to promote your web design business. You can also offer promotional benefits to your clients, such as free website evaluation, free maintenance for a certain period of time, or free estimates. This can add motivation to your clients to choose you over other designers bidding for the project. Don't worry, though, because since it is your business, all your efforts are for your own benefit.