

Joan Berry Web Design

www.joanberrywebdesign.com

Choosing a Designer

Design Style

Most designers have a website promoting their business with a section for finished designs. Decide if their design style matches your vision for your website. Check out the navigation links for user friendliness. Look for organized designs that would encourage your clients/customers to come to your store or purchase items on-line.

Fair Price

You may also find information regarding the cost to design a site on the designers website. Look for all costs including hosting fees, setup fees and ongoing updating fees. It is difficult to compare some of the prices as different designers use different pricing structures. If you need to contact a designer for a price quote, have specifics of what you want on your site... such as how many pages, logo design needs, number of photos, or number of items for a shopping cart.

Continued Support

What does the designer offer to keep your website updated? If it is a “do-it-yourself” situation, make sure the designer walks you through the steps you need to follow to update your site. Is it easy to contact your designer? How long does it take to do updates?

Basic Search Engine Optimization

Your customers/clients need to be able to find your site. Think about what words will be used to search for your site. Work with your designer to use these keywords effectively in your website.

Email Encoding

Have you ever wondered how your email address is discovered, recorded, handed down, and passed around? Check with your designer about email address encoding to help reduce spam.

Red Flag

There are still a few designers who will take care of registering your domain... in their name! Your domain and the web design should belong to you. Find out if there are any penalties for moving your site.

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Using your Website as a Marketing Tool

Respond Quickly

Clients and customers expect you to respond within 24 hours. There are automatic email responders that can do this if you aren't able to check your email on a daily basis. It is less personal, but is still a validation that their message has been received.

Distribute your URL

This includes print media, advertisements and business cards. Make sure that everything has your url prominently displayed. Putting your web address on your product would give your customer an easy way to inquire about future purchases.

Testimonials

Have a section on your site to include positive messages you have received. Glowing comments will impress your website visitors. Add testimonials on a regular basis.

Updating

Repeat visitors like to see new things. Always review your site for outdated information.

Direct Email

Direct mail campaigns are effective, especially if you have a mail list of your customers. This can also be done with email. You can send an email message to everyone on the list with one click. Check with your designer to see what services are offered.

Interactive Forms

Use interactive forms on your site for questions, testimonials, gathering information and personal stories.

- The St. Croix Valley Entrepreneurs uses a form to gather information about associates (<http://www.stcroixentrepreneurs.com/join.shtm>).
- Chic Comfort uses a form for customers to choose a fabric sample to be sent to them (<http://www.chiccomfort.net/samples.shtm>).
- At Punkin Products a form can be filled out to help select a gate (<http://www.punkinproducts.com/selectgate.asp>).
- Cooqi Gluten Free Bakery collects inspirational stories with their form (<http://www.cooqiglutenfree.com/story.shtm>) and then uses that information to create a page for their site (<http://www.cooqiglutenfree.com/sharing.shtm>)

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Traffic Building Pages

Photos

Photos are a good way to get your site bookmarked. Children's or pet photos work well. Your customers will send your url to other family members. Keep in mind that you shouldn't use last names or any type of address.

Tips

Is there information you can add to your site that would help your customers? Here are some examples:

- Currie Reeds: How to care for an oboe reed
(<http://www.curriereeds.com/tips.shtm>)
- Punkin Products: How to choose a baby gate
(<http://www.punkinproducts.com/buyingguide.asp>)
- Room for Growing: Parenting Tips
(<http://www.roomforgrowing.com/tips.shtm>)

Information

Background information on your products or services can be added at any time.

- Art Barbarians artist biographies
(<http://www.artbarbarians.com/jamesbama.shtm>)
- Cowboy Free Range Meat history of the buffalo
(<http://www.cowboyfreerangemeat.com/facts.shtm>)
- Cutting Edge Skating Association ice skating skill levels
(<http://www.cuttingedgeskating.com/levels.shtm>)

Sometimes a link from your site will provide additional information.

- North Country Electric, Inc. links to Casablanca Fan Company and Solar Home
(<http://www.northcountryelectricinc.com>)
- Crowe Construction Management link to Northstar rental site
(<http://www.croweconstructionmgmt.com/northstar.shtm>)

Links page

This is a great way for people to find information pertaining to the subject of your page. Be sure to check these links at regular intervals to see if they are still valid URL's. A well-researched links page will be bookmarked by your clients/customers.

Exchange Links

When you visit web pages that relate to your subject, ask for an agreement to exchange links on your pages. Be sure that you inspect the site enough to know that their content "fits" with yours. Check out their links page to make sure no links go to pages you don't want associated with your website.

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Website Services and Pricing

Services Offered by Joan Berry Web Design

Website Design
Interactive Forms
Graphic Design
Basic Search Engine Optimization
Shopping Carts (e-commerce)

Design Fees

\$50 per hour for design, search engine submittals and updating
Hourly charges based on 15 minute increments

Your Domain

Registration Fees to Network Solutions through Berry Bros
First Year - FREE
\$15 per year automatic renewal

Berry Bros. Inc Fees

Hosting fee (monthly) \$19.95
10% discount for annual payment
Non-profit rates also available.

Ballpark Estimate

Client emails proofed copy, 5 photos and their logo for a 5 page website.
Price is based on \$50 per hour. Approximate cost = \$300. Here are some samples:
<http://www.lewjewettflyfishing.org> \$237.50
<http://www.northcountryelectricinc.com> \$212.50
<http://www.wabamn.org> \$212.50

Continued Support

Updating made easy! Just send an email!
\$50 per hour

List Server

Berry Bros, Inc. offers a list server to keep track of your email list. The cost is \$24.95 per year. You can add names yourself (a sign up sheet at your place of business) and a form can be designed for your website that folks fill out and their email address automatically is added to your data base. Send an email to all the names with one click.