



DESIGN IS EVERYTHING

THE QUALITY OF YOUR WEBSITE REPRESENTS THE QUALITY OF YOUR BUSINESS

DATABERRY DOES DESIGN

Whatever your business – cookies, costumes or caterpillar tractors – you are excited about your company, you have a lot to offer clients, and you are ready to go online and see the business begin pouring in. Here's an important consideration, however: should you design your own website? Do you have the time and expertise? Or would it be better to hire an expert web design company to step in and get your site up and running?



First Impressions Are Everything

Visitors to your web site know immediately whether they like it or not. You get one chance to make an impression. Don't waste it by hiring the wrong design company.

Maybe you can design your site yourself. Or maybe you're better - and your energy is better spent – making the widgets, wonderments or providing the services and or products you already do so well. Databerry not only takes the design burden off your shoulders, it guarantees a product that goes beyond your needs. We design dynamic web functions that ride the crest of the ever-evolving Internet. We bring people back for return visits. And our apps are a joy to use and manage.

PHASES OF DESIGN



Discovery



Planning



Design



Development



Testing / Launch



Maintenance



DATABERRY DOES DESIGN (continued)

Do you need a professional web design company? Can you afford not to hire one? Business leaks away every day to the thousands of commercial websites that pop up every day. If you had a major break in your water line, or a hundred small holes, would you try to fix them yourself? Or would you hire a professional? **We're that professional.**

A great online presence is crucial to your company. There are over a million other competing sites and thousands appearing every day. You want yours to stand out and draw visitors who will be impressed enough to visit and come back again.

Perhaps most important thing you can do in choosing a design company is to know what you want for your website. Is it informational? Interactive? Of local interest? Who is your target audience? What features, such as counters, guest books and feedback forms, do you want? Sketching out a rough drawing of your site will let your design company know what you're looking for.

TRUST EXPERIENCE

The purpose of a web site is to provide content that people want, that will keep them coming back. Professional web design companies know graphics and design styles, are able to engineer navigation of online information and keep up with new web 2.0 products. They should be able to guide you as to what will keep people coming back to your website in the future. For instance, some people want simple instead of animated gifs(pictures) and flash media(Videos e.g. YouTube). And do you want to include a guest book, a counter or an email feedback form?

This is your business! Your web site is the first thing people will see and they will base their opinion on this first impression. Remember or, you don't get a second chance to make a good impression!

CHOOSING A FIRM: 8 THINGS TO CONSIDER

- 1.** Visit their home page, because that's a good indication of what they can do for you. Do you like what you see? Is their site attractive and easy to navigate? If they haven't designed their own site to attract and generate business, how will they be able to do it for you?
- 2.** Visit other sites to see what's out there and what you like. If possible, visit sites the company you're considering has done.
- 3.** Find out how much experience they have. You want the best you can afford. Don't sink your website by lowballing your development money.
- 4.** A single website page can cost less than \$100 to thousands of dollars. Make sure a design company's fees are in line with their experience.
- 5.** A good design company should be current with technology, including the latest web 2.0 technology standards. What was great two years ago is probably out of date today. Web products should be upgradable.
- 6.** A good design company is also up to date on the latest web marketing practices, like search engine optimization. It should know the design strategies favored by major search engines Google, MSN, Bing, Yahoo and others.
- 7.** You know deadlines and budgets, and your design company should too. And they should be willing to sign a contract with stated deliverables and dates.
- 8.** Past history is an indication of future performance. Ask for references and check them out.