



How To Choose

The Right Web Design Firm

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CHAPTER 1:

The Digital Transformation Begins

In the bustling city of New York, a savvy business owner named David realized his business was losing its edge. Despite his impressive array of products and a devoted team offering stellar customer service, he was losing market share to his competitors.

His customers loved his products, his brand was strong, but the business wasn't growing as he'd anticipated. After speaking to several customers and conducting a thorough business review, he identified the culprit - his outdated website.

The online world had moved on, and David's business hadn't moved with it. His competitors had invested in user-friendly, sleek, and engaging websites, whereas his site was stuck in the past. The realization struck him hard.

His website, the virtual face of his business, wasn't just a place to showcase his products. It was an essential tool in his business growth arsenal.

David's story isn't unique. In today's digital age, your website is the cornerstone of your business's online presence. It's a pivotal touchpoint for your customers, a place where they can explore your offerings, learn about your brand, and hopefully, make a purchase or booking.

If your website doesn't deliver an excellent user experience or align with your brand, it could be costing you more than you think.

Whether you're an established business owner like David or a budding entrepreneur, a well-designed website can be the difference between your business thriving or merely surviving.

However, with so many web design agencies out there, finding the right one for your needs can be a daunting task.

In this guide, we'll navigate this challenge together. We'll help you understand the importance of good web design, identify what you need, evaluate potential agencies, ask the right questions, and make the best decision for your business.

Our goal? To empower you to choose a web design agency that aligns with your business objectives and can turn your website into a powerful tool for growth.

Join us on this journey, just like David did, to transform your online presence and drive your business forward. The first step? Understanding precisely what you need... but more on that in Chapter 2.

LET'S GET STARTED!



CHAPTER 2:

Understanding Your Business Needs

In the heart of San Francisco, there was an entrepreneur named Lisa. She had a vision to create an innovative CPG food company. Lisa was armed with a transformative product and a killer business plan, but when it came to building her online presence, she was at a loss.

There were too many options, too many decisions, and too many technical aspects she didn't understand. She knew she needed a website, but what did she actually need from it?

Like Lisa, you may find yourself in a sea of uncertainty when it comes to your website. You might be wondering about the design, functionality, target audience, SEO, content, domain, and a host of other considerations.

To make the task of choosing the right web design agency easier, you first need to understand what your business truly needs from its website.

Your business needs will be determined by your industry, target audience, business model, and growth objectives. Are you aiming to sell products or services online? If so, you'll need an e-commerce site.

Are you a local business looking to increase foot traffic? Then a website optimized for local SEO could be your top priority. Are you in a highly competitive industry? You might need a website designed to outshine your competitors and build your brand's credibility.

Here are a few steps to clarify your business needs:

1. Define your business objectives:

Whether it's to increase online sales, generate leads, or build brand awareness, outlining clear objectives for your website is vital.

2. Know your target audience:

Understanding who your ideal customer is will help guide the design and functionality of your website. The more you know about your audience, the better you can cater to their needs and preferences.

3. Study your competitors:

Take a look at the websites of your top competitors. What do they do well? Where could they improve? This will give you valuable insights and inspiration for your own site.

4. Think about your brand:

Your website should be a reflection of your brand. Consider how your brand's values, tone, and aesthetics should be portrayed on your site.

Lisa spent a week on these exercises, defining her business objectives, studying her competitors, delving into her target audience's needs, and outlining her brand identity. By the end of it, she had a clear understanding of what her website needed to achieve. She felt confident and ready to find the perfect web design agency for her needs.

In the next chapter, we'll dive into the world of web design agencies and explore what they can offer your business. Armed with a clear understanding of your business needs, you'll be one step closer to making an informed decision. Get ready to turn your vision into a digital reality!

The Technical Essentials to Launch a Website

With a broad understanding of what was needed on a content and design level for his website, Sam now wanted to delve into the technical requirements. These might not be as visually exciting, but they are absolutely crucial for any website to function effectively. These are the critical components needed to launch your website: Domain, Hosting, and SSL certificate.

1. Domain Name:

The first thing you'll need is a domain name, which is your website's address on the internet. It's what users will type into their browsers to access your site. Sam, for example, chose a domain name that reflected his brand, was easy to remember, and simple to spell.

2. Web Hosting:

Next, you need a place to store your website data, and that's where web hosting comes in. Think of it as renting space on a server where your website files will be stored and accessed by visitors around the world. It's essential to choose a reliable hosting provider that guarantees high uptime and provides sufficient storage and bandwidth for your website's needs.

3. SSL Certificate:

An SSL (Secure Sockets Layer) certificate is a protocol for creating a secure connection between a visitor's browser and the server your website is hosted on. This is crucial for protecting your website visitors' data and is especially important if you're handling sensitive information like credit card details or personal data. Plus, having an SSL certificate improves your website's ranking on search engines like Google.

4. Content Management System (CMS):

A CMS is a software that allows you to build, manage, and update your website content without needing to know how to code. WordPress, used by MoreKeting, is an example of a popular CMS due to its flexibility, ease of use, and extensive range of themes and plugins.

5. Email Hosting:

While some web hosting packages include email hosting, sometimes you might want to consider separate email hosting for better performance. This service allows you to send and receive emails using a custom email address that matches your domain name.

6. Website Backup:

This is often overlooked until it's too late. Regular backups protect your website data from being lost in case of technical issues or security threats. Many hosting providers offer automatic backup services.

7. Website Maintenance:

Ongoing website maintenance is essential to ensure your website is running smoothly, up-to-date, and secure from potential threats.

Understanding these technical requirements is vital in ensuring your website runs smoothly, is easily accessible, and provides a secure environment for your visitors.

After all, a beautiful website is only effective if it's live, functional, and secure.

CHAPTER 3:

Unmasking The Web Design Agency Universe

Sam, a vibrant marketing director for a CPG organization in Boston, was overwhelmed. His task was to revamp the organization's website, and he had just started exploring potential web design agencies. They seemed to exist in hundreds and thousands, each claiming to be the best in the business. Sam quickly realized he needed a roadmap to navigate through this perplexing universe.

Just like Sam, as you step into the web design agency landscape, it's important to be equipped with the right knowledge. In this chapter, we'll demystify the various types of web design agencies and what they offer.



1. Freelance Web Designers:

These are individuals offering web design services. They are often specialists in one or two areas, and their rates are usually more affordable. However, they might not be able to handle larger, more complex projects.

2. Web Design Companies:

These are teams of professionals who can handle more extensive and complex projects. They often offer a wide range of services, from web design to SEO and digital marketing.

3. Full-Service Digital Agencies:

These agencies provide a comprehensive suite of services including web design, SEO, content marketing, social media marketing, and more. If you're looking for an all-in-one solution, this could be a good fit.

Sam analyzed his organization's needs and resources and decided that a full-service digital agency would be ideal for them, given the breadth of their requirements and their lack of in-house expertise.

Apart from types, there are several other factors to consider when evaluating web design agencies:

Portfolio and Previous Work:

This gives you an idea of the quality and style of their work. It also provides insights into their experience in your industry.

Client Reviews and Testimonials:

These offer a glimpse into their relationship with clients and their reliability.

Services Offered:

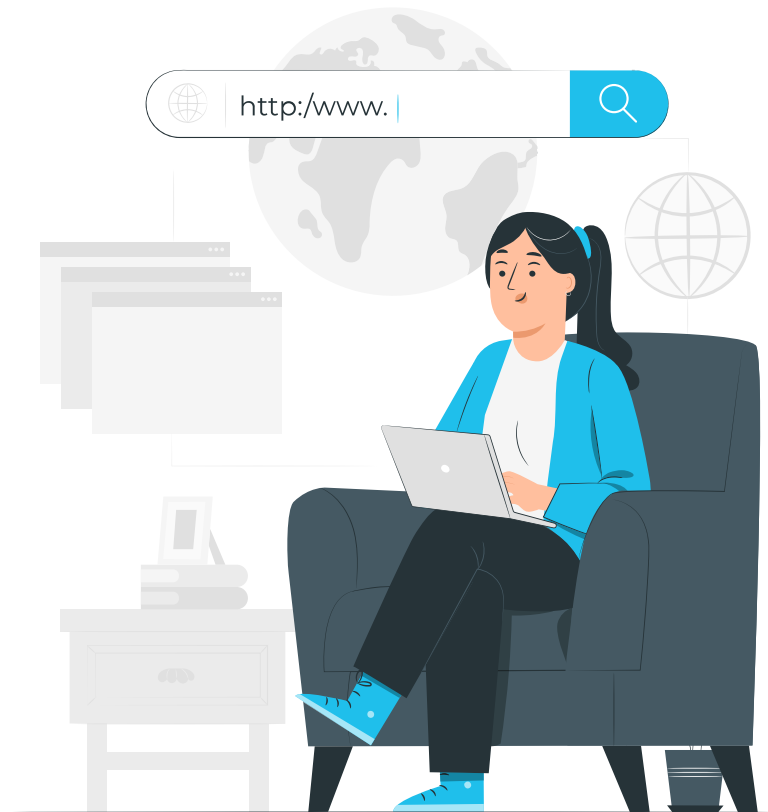
Make sure the agency offers all the services you require. If you need more than just web design, like copywriting or SEO, a full-service digital agency may be a better fit.

Pricing Structure:

Understand how the agency prices its services. Is it project-based, hourly, or retainer? The best choice will depend on your project scope and budget.

Communication and Customer Service:

Good communication is key to a successful project. Gauge their responsiveness and customer service during your initial interactions.



By considering these factors, Sam was able to shortlist a few agencies that seemed like a good fit. He was now ready to delve deeper and start the selection process.

In the next chapter, we'll guide you through the process of selecting the right agency, asking the right questions, and ensuring that the agency you choose aligns with your business needs and goals.

As Sam was about to discover, finding the right agency was like finding the right partner - it required patience, understanding, and clear communication.

Stay tuned!

CHAPTER 4:

The Selection Process - Finding Your Perfect Match

After having navigated the vast landscape of web design agencies, Sam was ready to start the selection process. He'd shortlisted a few potential agencies but wasn't quite sure how to narrow down his choices further.

Likewise, choosing the right agency from your shortlist can seem daunting. In this chapter, we will walk you through a step-by-step process that will help you find your perfect match.

Step 1: Initial Consultation

Request an initial consultation with each of your shortlisted agencies. This gives you an opportunity to discuss your project, goals, and requirements in depth. Note how well they listen to your needs, ask insightful questions, and show an understanding of your industry.

Step 2: Evaluate Their Expertise

Evaluate their technical and creative expertise. Do they have the skills required to bring your vision to life? Look at their portfolio again, but this time, with a more critical eye. Check if their style matches what you're looking for.

Step 3: Scrutinize Their Process

Ask about their web design process. A professional agency will have a structured process that they follow for each project. This includes project planning, design and development, testing, and post-launch support.

Step 4: Communication and Collaboration

Evaluate their communication and collaboration style. You will be working closely with this agency, so it's essential that their style aligns with yours. Do they respond promptly to your inquiries? Do they use project management tools that you're comfortable with?

Step 5: Proposal and Pricing

Request a detailed proposal and pricing structure. This should include a clear scope of work, deliverables, timelines, and cost. Make sure there are no hidden fees. Also, remember that the cheapest option isn't necessarily the best one.

Step 6: References and Reviews

Ask for references or look for client reviews online. This can provide invaluable insights into what it's like to work with the agency.



By following these steps, Sam managed to narrow down his choices to two agencies. Both seemed equally competent and had excellent reviews. The deciding factor came down to the vibes he got from the teams and how comfortable he felt with them. Ultimately, he chose the agency that seemed most passionate about his project and demonstrated a clear understanding of his organization's mission and values.

As you journey through the selection process, remember that choosing a web design agency is not just about their technical capabilities. It's also about finding a team that understands your business, shares your values, and can become an extension of your own team.

In the next chapter, we'll cover the essentials of a successful partnership with your chosen web design agency.

Asking the Right Questions

As Sam stepped into his journey of selecting a web design agency, he quickly learned the importance of asking the right questions. He discovered that these questions allowed him to explore potential agencies more deeply and helped him make an informed decision.

We'll walk through the essential questions you should be asking when you're considering a web design agency.

1. What Services Do You Offer?

Web design encompasses a wide range of services, from design and development to SEO and content creation. Clarify what services the agency provides to understand if they align with your needs.

2. Can I See Some Examples of Your Work?

A portfolio of past work is a good indication of the agency's capabilities, style, and experience. It's also an opportunity to see if they have experience in your industry.

3. Who Will I Be Working With?

Knowing who you'll be collaborating with is crucial. Are you comfortable with their communication style? Do they understand your vision and goals?

4. How Long Will It Take to Complete My Website?

Timeframes can vary depending on the complexity of the project. Ensure the agency

can meet your timeline without sacrificing the quality of work.

5. How Do You Approach SEO?

SEO is a crucial part of web design. An agency that understands SEO will build a website that is more likely to rank well on search engines.

6. What Is Your Process for Website Design and Development?

Understanding the agency's process will give you insights into how your project will be handled. It will also help you understand the level of your involvement.

7. What Will Be the Total Cost?

Understanding the agency's process will give you insights into how your project will be handled. It will also help you understand the level of your involvement.

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By arming himself with these questions, Sam was able to have meaningful and insightful discussions with potential agencies. It gave him the confidence to select an agency that was not only skilled and experienced but also the right fit for his business's unique needs and goals.

When it comes to choosing a web design agency, asking the right questions can be your compass, guiding you to the perfect fit.

Reviewing the Proposal

Once Sam had his discussions with the agencies and laid out his requirements, proposals started trickling in. It was a moment of both excitement and anxiety. As he looked at the thick envelopes and lengthy email attachments, he realized that this was the moment of truth.

Navigating through the proposals could be daunting, but it's a critical step in choosing a web design agency. In this chapter, we will share tips on reviewing proposals and making sense of all the information.



• Understanding the Scope

Each proposal should clearly outline the scope of work. It should list all the tasks to be completed, along with a timeline for each. If the scope is not clear, or if you think something is missing, don't hesitate to ask for clarification.



• Cost Breakdown

Cost is always a significant factor in decision making. However, rather than just looking at the total, review the cost breakdown. It can provide insights into where your investment is going and whether you're getting the right value for your money.



• Project Management and Communication

How the agency plans to manage your project and communicate with you is vital. Look for details on the tools they'll use, frequency of updates, and who your point of contact will be.



• Maintenance and Post-Launch Support

A good proposal doesn't just end at the launch of the website; it should also include post-launch support and maintenance. Ensure the agency can provide this support and what it'll cost.



• Revisions Policy

No matter how well you communicate your vision, revisions are often part of the process. The proposal should clearly mention the agency's revision policy.

As Sam reviewed each proposal, he realized the importance of comparing apples to apples. He created a checklist based on his priorities and graded each proposal. It wasn't just about choosing the cheapest or the fastest option. It was about finding the best fit for his business.

Remember, a proposal isn't just a quote; it's a blueprint of how your project will be handled. It's your job to understand that blueprint fully before making a decision. Always remember, no question is too small or trivial when reviewing a proposal. It's your investment, and you have the right to know where your money is going.

Once he had reviewed all the proposals, Sam had a much clearer picture of what each agency could offer. He was now ready to take the next step and make his choice.



CHAPTER 5:

The Partnership - Fostering a Successful Collaboration

Having found a promising agency, Sam now faced the crucial phase of turning this professional relationship into a successful partnership. The effectiveness of the collaboration could define the success of his web project. The same applies to you.

In this chapter, we'll guide you through creating and nurturing a successful partnership with your web design agency.



• Clear and Consistent Communication

Each proposal should clearly outline the scope of work. It should list all the tasks to be completed, along with a timeline for each. If the scope is not clear, or if you think something is missing, don't hesitate to ask for clarification.



• Set Clear Expectations

Define your expectations clearly at the outset of the project. What are your goals for the website? What are your budget and timeline? What level of involvement do you want in the design process? Transparency on these matters can prevent misunderstandings down the line.



• Mutual Respect and Trust

Mutual respect and trust are vital for a successful partnership. You hired this agency for their expertise, so trust their guidance while also knowing your boundaries. Similarly, respect their professional opinions even if they challenge your ideas.



• Active Participation

Your active participation in the project is key. Provide timely feedback, involve yourself in discussions, and share your ideas. The more involved you are, the better your agency can align the project with your vision.



• Handle Feedback Constructively

Feedback is a two-way street. Be open to receiving feedback on your ideas and be constructive when giving feedback. A respectful dialogue will lead to a better end product.

As Sam navigated his way through this partnership, he discovered that his open communication, active involvement, and respect for the agency's expertise helped shape a website that was even better than what he had envisioned. His web design agency turned out to be not just a service provider but a valued partner in his business.

Fostering a successful partnership with your web design agency can drastically improve the outcome of your project and turn a daunting task into a collaborative and satisfying experience. In the final chapter, we'll explore how to keep your website fresh and effective post-launch.

Don't miss it!

What to Expect After Choosing an Agency

After a thorough review of all the proposals, Sam finally chose an agency. It was a relief, but also the beginning of a new phase of anticipation and expectations. What happens next? What should he expect now that he had selected an agency?



• Kickoff Meeting

The first step is usually a kickoff meeting. The agency will arrange this meeting to formally introduce the team that will be working on the project, establish primary points of contact, and discuss the project in detail. During this meeting, Sam found it useful to reaffirm the goals, discuss any new ideas, and get a clear picture of the next steps.



• Content Gathering

Content forms the backbone of any website, and the agency will require you to provide as much content as possible. This could include text for various pages, images, videos, logos, and more. As Sam learned, it's vital to be well prepared and provide the requested content timely to avoid delays.



• Design Phase

Next, the agency will begin working on the website's design. This stage will include creating wireframes and mock-ups of the site. You should expect to review and provide feedback on these designs. Sam realized the importance of giving prompt and constructive feedback to keep the project moving smoothly.



• Development and Testing

Once the design is approved, the agency will start the development process. They will build the actual website and populate it with content. It is followed by a thorough testing process to ensure everything works as it should.



• Review and Launch

Finally, the agency will present the completed website for your review. Once you give your approval, they will proceed to launch the site. But remember, this isn't the end. As Sam found out, website ownership comes with responsibilities like regular updates, maintenance, and more. Most agencies provide ongoing support and maintenance packages, which can be a lifesaver for busy entrepreneurs like Sam.

Choosing an agency and signing the contract is just the start of your journey. The real work begins after that. Expect to be actively involved in the process, as your input and feedback are invaluable for the success of the project.

As Sam discovered, good communication, patience, and trust in your agency's expertise can turn the process into an enjoyable journey. The result is a website that truly represents your business and is ready to welcome visitors.

CHAPTER 6:

Post-Launch - Keeping Your Website Fresh and Effective

When the website for Sam's business finally launched, he was thrilled with the results. However, he soon realized that the work didn't stop there. Just like a physical store, his online "shopfront" would need regular upkeep to remain fresh, relevant, and effective.

In this chapter, we'll explore the steps you need to take after your website is launched to ensure its continued success.



• Regular Updates and Maintenance

Website technology, just like any other technology, evolves over time. Regular updates and maintenance ensure your website remains secure, efficient, and compatible with the latest web browsers and devices.



• Content Refresh

Regularly adding new content and updating existing one keeps your website fresh and relevant. It's also an excellent way to improve your site's SEO, driving more traffic to your website.



• Monitoring Performance

Use analytics tools to monitor your website's performance. They provide valuable insights into your site's traffic, user behavior, and more. This data can guide your future website strategies.



• User Feedback

Don't overlook the importance of user feedback. It's one of the best ways to understand how your site is being used and where improvements can be made.



• Keeping up with Trends

Stay up-to-date with the latest web design trends. While it's important to maintain a consistent brand image, adapting to evolving user expectations can keep your website looking modern and engaging.

As Sam navigated the post-launch phase, he learned that a website's launch was not the end, but rather a new beginning. By committing to regular updates, refreshing content, monitoring performance, considering user feedback, and keeping up with the trends, he ensured his website remained an effective tool for his business.

Launching a new website can seem daunting, but with the right web design agency as your partner and by following the guidance provided in this eBook, you're well-equipped to make a wise choice and embark on a successful web design journey.

Remember, a website is not a one-time project but an ongoing investment. Keep it fresh, stay engaged with your audience, and watch your business thrive online. Thank you for joining us on this journey, and best of luck with your web design project!

CHAPTER 7:

Why Choose MoreKeting

With the end of Sam's journey to find the perfect web design agency, he felt enlightened and empowered. As he reflected on his decision, one thing stood out: his choice of MoreKeting. In this final chapter, we'll delve into why MoreKeting was Sam's ultimate choice and why it could be yours too.



• Specialization

MoreKeting is not just another digital agency. They specialize in creating high-performing websites for businesses, particularly those in the CPG, entertainment, and manufacturing industries. Their deep understanding of these sectors enables them to create websites that speak directly to the unique needs and challenges of these businesses.



• 7-Day Delivery

MoreKeting's promise of a professionally designed WordPress website within seven-business days is unparalleled in the industry. This speedy delivery is made possible by their streamlined and efficient process, which ensures that all tasks are performed on time without sacrificing quality.



• Value-Added Services

With MoreKeting, a website is not just a website. They understand that a good website needs to be supported by an excellent digital marketing strategy. Therefore, they offer value-added services like on-page SEO, on-page chat, email sequence copywriting, and content strategy, all aimed at ensuring that your website is optimized for success.



• Transparent Pricing

MoreKeting's upfront and transparent pricing sets them apart from many other agencies. They offer comprehensive web design packages at a flat rate, so there are no surprises when the bill comes. This transparency fosters trust and shows respect for their clients' budgets.



• Customer-Centric Approach

Perhaps the most important factor that swayed Sam was MoreKeting's customer-centric approach. They genuinely care about their clients' needs and strive to provide solutions that help their clients succeed. Their team was always available to answer Sam's questions and

In conclusion, choosing MoreKeting is about investing in a partnership with a digital agency that truly understands your business and is committed to helping it grow. It's about choosing an agency that respects your time, budget, and vision. It's about choosing a partner who will stand with you as you navigate the digital landscape. As Sam found out, it's about making a choice that you can be confident and proud of.



This is a great start but we know it's always better to have an expert hand to guide you through the process, book a **FREE consultation call** and **we'll be happy to help you!**



MoreKeting

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