



6 TIPS FOR CHOOSING THE **BEST DESIGN PARTNER**

Read about what matters when making this important choice

INTRODUCTION

Changing or updating your brand is an important decision to make. Choosing the right designer is even more important. If you are seeking an external partner to help optimize your brand with a new design, there are many things to consider. After all, your brand, including your website, logo and design elements, is the way in which your customers see you. You want your audience to connect with your brand; a great design begins that connection.

Keep reading to learn about six critical areas you must consider before choosing your design partner.

HERE'S A PREVIEW

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Talent Matters

Choose a designer who will create a custom design for you; *not just a set of templates.*

2

Mobile Matters

Choose a designer who can design and code to ensure mobile friendly sites.

3

Trust Matters

Choose a designer who considers you more than just an account and takes your brand personally.

4

Experience Matters

Choose a designer with a diverse portfolio illustrating their talents and ability to execute.

5

Approach Matters

Choose a designer with a strategic, integrated approach for your brand.

6

Value Matters

Choose a designer who delivers results on time and on budget.

TALENT MATTERS

Your brand is unique,

and your web design should be as well. Your website's design is critical to how the world views your brand. But not all website design is created equal. You should expect a custom design that incorporates all your brand's attributes. Whether your brand's aesthetic is simple and modern or more traditional, your website design should embody these themes.

Look for a designer who has a portfolio of custom designs for websites as opposed to a set of standard templates. Templates may be the basis for much web design; that's not necessarily a bad thing. The important question to ask is if they can be customized to meet your needs.



MOBILE MATTERS

Your website must be mobile friendly.

In fact, Google will decrease your page rank if you're not mobile friendly! As users continue to connect more and more with brands on mobile devices, you must provide a great user experience regardless of the platform used.

But you don't want a separate mobile friendly website. Instead, use responsive design, which allows for flexibility depending on the screen size.

So beyond finding a designer with great skill in design fundamentals, you also need a designer who understands the coding necessary for a responsive website.

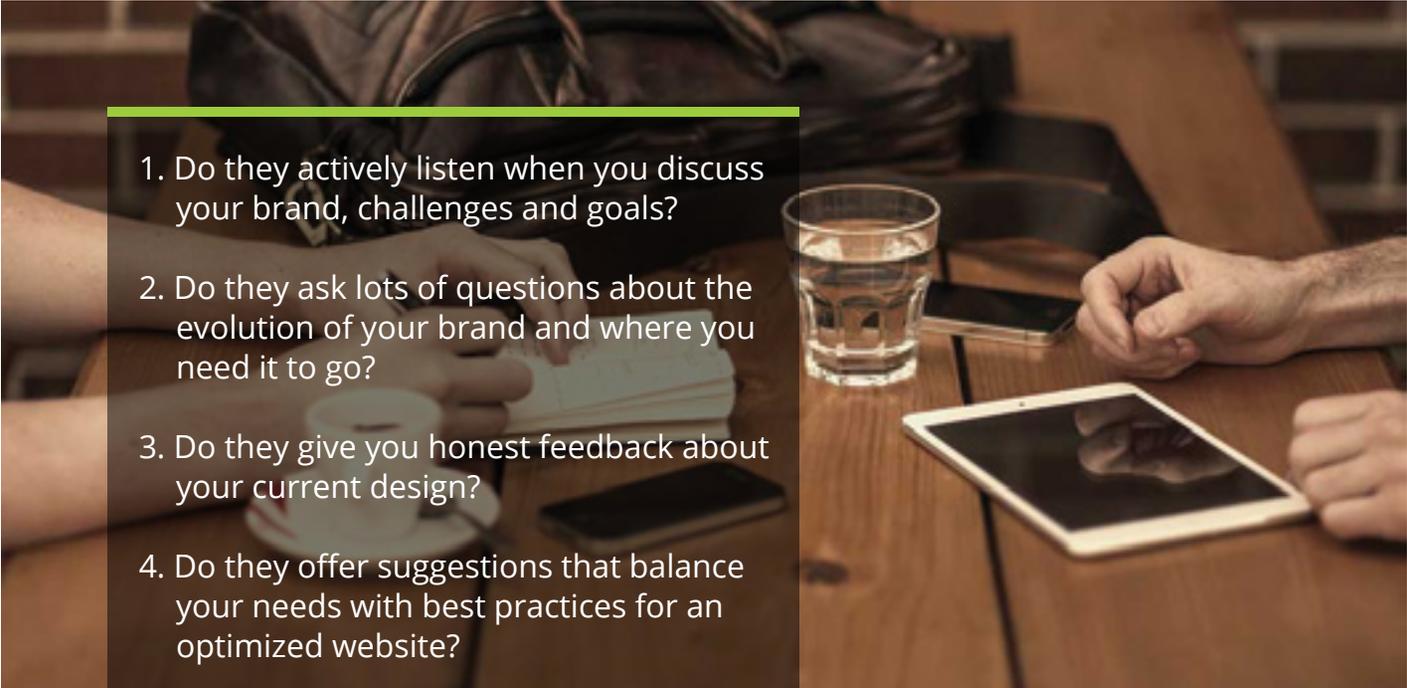
Also, make sure the designer thinks about font and button size as well as how your menu will work on mobile devices.



TRUST MATTERS

When contemplating a website redesign and choosing a designer,

partner with someone who takes your brand personally. When discussing your needs with designers, you'll know you're important if you're hearing these things:

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1. Do they actively listen when you discuss your brand, challenges and goals?
 2. Do they ask lots of questions about the evolution of your brand and where you need it to go?
 3. Do they give you honest feedback about your current design?
 4. Do they offer suggestions that balance your needs with best practices for an optimized website?

There are lots of talented website designers. But a personal touch matters. Find someone who is interested in helping you succeed and will be a real partner, not someone just looking for their next project.

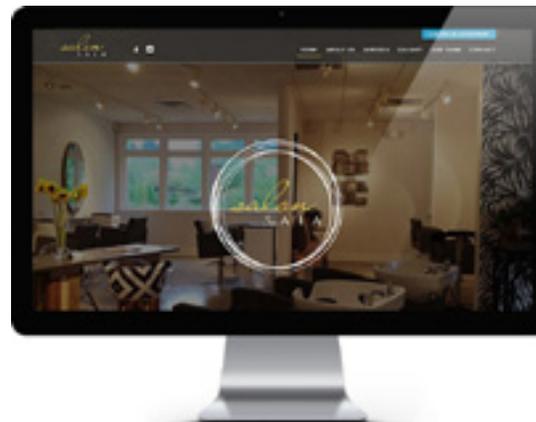
EXPERIENCE MATTERS

It's easy to set up a website design studio.

All that's required is some IT skills and design know-how. Every designer deserves the chance to build their portfolio, but experience does matter. And it's not just the years.

To find the best design partner for your brand, look for a website designer with a diverse portfolio. A diverse portfolio should include samples of different kinds of work: web, print, branding. It should also have representations of different industries or categories. And maybe most importantly, it should have clear examples of executed projects (and if possible the success of these projects).

Look also for the evolution of the designer. Not only an evolution of their talent but also their understanding and embrace of how web design continues to change.



APPROACH MATTERS

Website design is more than just the design!

The ideal design partner starts with a strategy. That strategy should include how design can optimize your site to produce results you seek, like more traffic and conversions.

There are many nuances surrounding conversion-centered design. If this is your priority then choose a web designer who understands all these pieces of the puzzle and can implement them effectively.

A cookie cutter approach just won't cut it for your brand so steer clear of those approaches. Every brand is different, and you deserve a strategy tailored to you.

The 7 principles of conversion-centered design

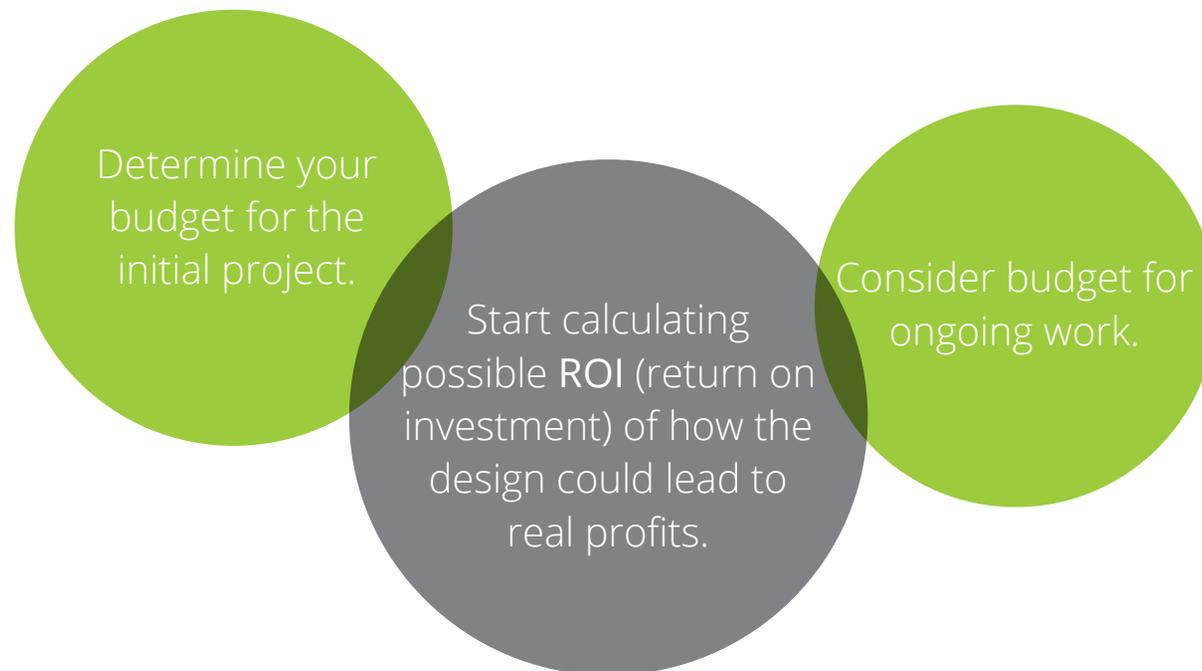


VALUE MATTERS

Finding a designer that fits your budget is the real life part of the project.

Keeping costs down helps fuel growth, but when you commit to website redesign, it's an investment. A new optimized site is the bridge to your growth; however, you must be realistic about costs.

Before you meet with designers, you should:



It's okay to talk about money, and you should probably do it sooner rather than later. A word of caution: you do get what you pay for. Cheapest is rarely the best. Price is an important factor in making a choice; just don't forget about all the other critical characteristics that your ideal designer should have.

Ready to find your perfect design partner?

With these tips, you should be able to make the best decision for your brand. There are many vital considerations in making this choice, and so many factors matter: *talent, mobile friendly, trust, experience, approach and value.*

If you are looking for a partner, we're here to serve you.
[Learn more](#) about Doug Brown Design today.

About Doug Brown Design

DBD delivers custom design solutions. We pay attention to what our customers want and what they need. We are passionate about helping your business grow through website design, logos and branding. As a team, we work toward the goal of solving your current design dilemmas through a creative resolution. Through a series of questions and listening exercises, we will be there for you throughout the creative process. Although we have the capacity to handle your programming, design, branding and marketing needs, we are small enough to offer personalized attention.

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