

Published based on [Getting Set For A New Site](#)

# Getting Set For A New Site

Before even looking for a company to design your web site for you, you need to make some plans. The better prepared that you are, the quicker that your site will be laboring on behalf of your company. Check out the potential price of your web site. Prices range all over the board from one firm to another, and so you really should compare shop on the Internet, and request prices as well. The company will give you an estimate of the cost to create a site for your specific needs and desires. Budget accordingly for your site, but don't spend more than you can. If it requires a number of years selling things on the new site to make back your money spent, then your investment would yield smarter results somewhere else.

Ask to see various design companies portfolios. They will likely be able to emulate the type and quality of work they've done for past customers. It never hurts to contact one or more of the firms listed in the portfolio to see if they were pleased with the method in which their site was set up. After you have picked out a firm that you feel good about working with, try to get as organized as you can with the information that you wish to have on your website. Go to this site for further information on [company brochure design](#).

The site design company won't know what is important about your business. They can't create the content your site needs. Choose what you want included in your site and then gather that content. Look for both pictures and text. If you need fresh graphics, the design company can probably help you, but they won't know what the root of your business is, nor will they know what information you think is important to put on the site.

Make up a list of keywords you'd like to have on your site. These are terms someone searching online would enter to find your site. Using the word 'boat' or the words 'boats for sale' as keywords would be beneficial to a site specializing in boats. When a potential customer enters a keyword into a major search engine, you'll show up quicker.

Some people have content that would change a lot; if you are one of them, you should check to see what the design company charges for this. You'll probably be quoted an hourly rate, or even a fixed monthly cost depending on the number of changes you anticipate making. You could always ask for a content management system to come with your site. You can then change your site's content via your own web browser. Although this will likely cost you more initially, it will doubtless pay for itself over time. Getting all of this information together in the first part of having your Web site designed will allow the work on your site to be completed quicker, and will ensure that the site meets your requirements when it is finished.

You can also find this article published on [Getting Set For A New Site](#), and on the tag pages [brochure design](#), [Design](#), [design contest](#), [Graphic Design](#), [logo design](#).