

4 Things To Share With Your Web Designer



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Before They Start Building Your Website, Let Them Know What You Want

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Many people think they can take some time to develop a logo, and then their website will be done. Sadly, this is not the case. Therefore, it would be best to discuss things with your web designer before building your website.

In this blog post, we're going to go over four of those points so you know exactly what needs to happen before the work on your site begins.

1. What Are Your Website's Goals

You'll need to answer this question for your designer before they start building because designs will be completely different depending on your goals. To illustrate:

If you want people to buy things from your site, they need to have a shopping cart and purchase process.

If you're trying to get more followers on social media, then have a social media integration that allows people to follow you on the site.

If you want your website to be a portal for your business, then there should be an easy way to find and contact you on the site.

If your goal is to get people to sign up for a newsletter or mailing list, then it needs forms so that visitors can subscribe.

And finally, if you want people to stay informed about what's happening in your industry, then an Updates Tab is necessary.

2. Who Is Your Target Audience

When you're designing a website, it's essential to know who your target audience is. Knowing your audience's wants and needs gives you the best chance of meeting their expectations with your chosen design.

It also helps determine how much content will be on each page. This makes it not too overwhelming for them or underwhelming if there's not enough information available.

3. How Would You Like First Time Visitors Feel

This is an important question to ask when designing a website. You want people who visit your site for the first time to feel like they're in good hands and that you care about them.

Some ways of achieving this are by having search fields on every page. These can include contact information so visitors can reach out with any questions. Providing easy-to-find buttons for making a purchase can also help you go a long way.

4. What Are Your Branding Elements

Some elements need to be included in the design, such as colors or logos. These are what a designer needs to know before they begin. It's because they may not be able to use certain colors if you're using a logo with specific guidelines. Thus, if your brand has an official color, this should be communicated in detail to avoid confusion.

It's up to you as the client what else to share. Some points can include:

Share your logo with them and other necessary imagery to integrate branding guidelines into their design.

Check the size of your logo. Ensure it's not too big and doesn't take up more than a third of your page space.

Consider font style, color, shape, and letter spacing to create an attractive design that will complement your brand identity on social media platforms.

Takeaways

Web designers need to know everything about your logo before they start working with it. They should be familiar with all of the different variations and what's included in its design guidelines, so there are no surprises when you get the final product back.

Company Description

Sharp Tack Media is a full service digital agency specializing in helping small and medium businesses navigate the digital landscape. We provide a wide range of services including web design, graphic design, web development, digital marketing, SEO and branding services. Our primary goal is to provide excellent customer service to our clients and to provide a positive ROI every time. We believe in doing business the right way in an informative and transparent environment.

Contact Details

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Google Site: <https://sites.google.com/view/sharptackmedia/>

Google Folder: https://drive.google.com/drive/folders/1BwTyvrK2UEz0YLKpPnHAIHdiQ7ygSEE7?usp=drive_open

Recommended Resources

<https://mgyb.co/s/EmJdP>

<https://mgyb.co/s/vidWo>

<https://mgyb.co/s/AXpee>

<https://mgyb.co/s/9LEYs>

<https://mgyb.co/s/KhUvI>

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<http://www.pearltrees.com/sharptackmedia>
<https://www.youtube.com/channel/UCtb0rLbBINOGd-lcVVBKvsA/about>
<https://sharptackmedia.blogspot.com>

<https://sharptackmedia.wordpress.com>
<https://en.gravatar.com/sharptackmedia>
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