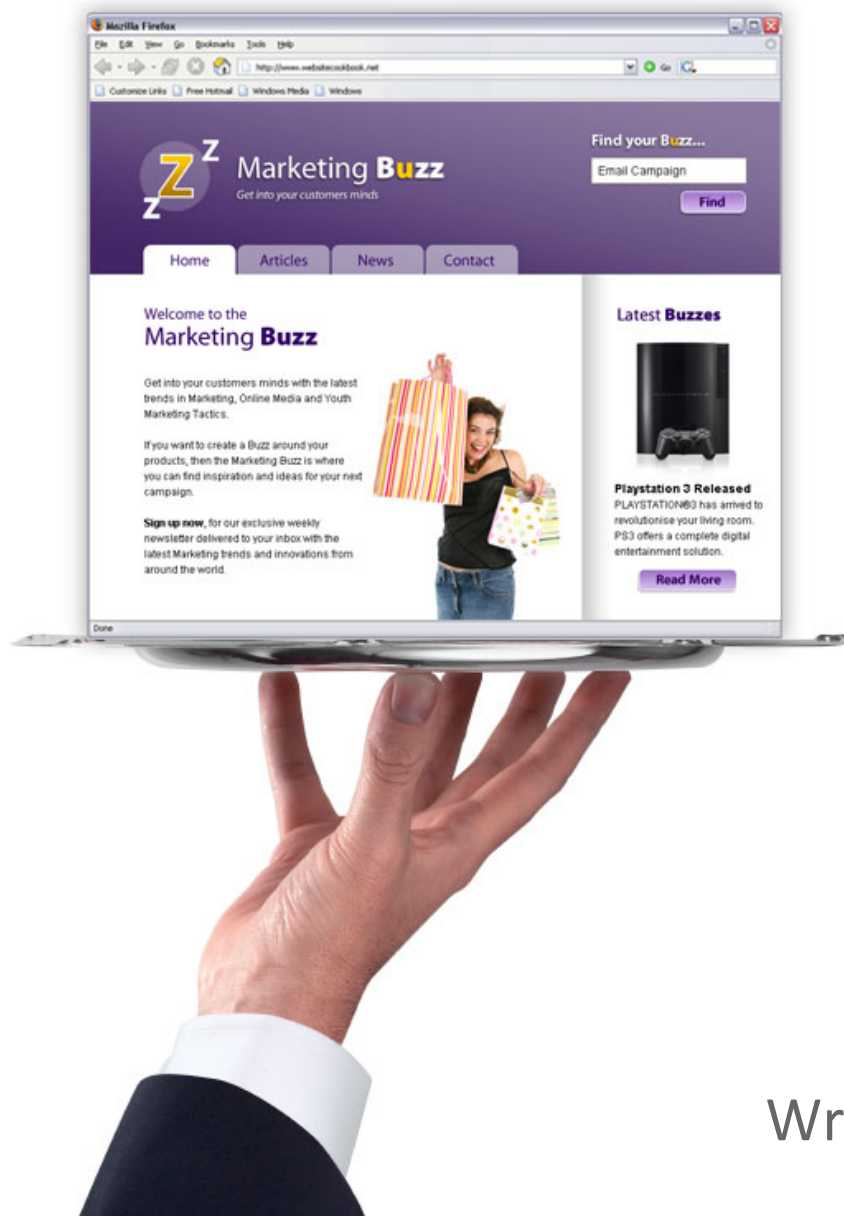


# The Website Cook Book

The right ingredients for a successful website



Written by David Lu

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Plan:

## 1.5 Working with a Web Designer

### Picking a Web Designer

It is up to you to decide which method you use to find your web designer. But I have noticed that referrals tend to work out the best. The web design industry relies heavily on word of mouth recommendations and good designers are the ones that are always busy.

Looking at a designer's own website is obviously a good point of reference. See how much care they take into presenting themselves and have a look at their portfolio. Visit those sites and experience them "live" to see what the final product looks like. From looking at their website you will get a feel as to what type of websites they offer.

If you have seen a website that you like, you could also find out who created it (usually by a link at the bottom of the page) and contact them. That way you are already familiar with their work and you know that they are capable of producing something you will be happy with.

### Preparation

The important thing here is to be prepared, try to have as much information ready as you can. Hopefully after you finish this book, you should have a good idea of what you are after. Use the Website Planner in the previous section and rewrite it into a brief for the designer. Below, I have prepared a checklist of some of the important things you will need to have for your initial meeting in order to give the designer enough information.

### Checklist

- Site Map (See previous chapter)
- Brief (What you need done)
- Domain name (See [domain names](#))
- Examples of sites you like, or don't like.
- Any existing marketing, branding or website materials.
- Your Budget and timeframe.

**Now that you've had a taste...**

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