

## Do You Need A Web Designer?

Not everyone needs a web designer. Follow this guide and decide whether you need one or can manage on your own.

### DO YOU NEED A WEB DESIGNER?

1. *Learning web design is an option.*
2. *Here are some arguments in favor of doing it yourself.*
3. *Lower costs: You can design a website for free or very low cost, as long as you put in the effort*
4. *Direct control of the design: There is no communication divide between you and a designer – you understand exactly what you want*
5. *Gain knowledge to make future changes: Your new learned skills allow you to easily make future changes and edits to your website*
6. *Learning HTML is easy! Contrary to what some believe, HTML code is very straightforward. Also, browsers are forgiving of incorrect code*
7. *Even better, WYSIWYG programs are improving: What You See Is What You Get (WYSIWYG) programs allow you to create your website without any coding*
8. *Many learning opportunities: Free tutorials, forums, learning materials and resources are plentiful on the Internet*
9. *Here are some arguments against doing it yourself*
10. *WYSIWYG programs still have limitations: Bad, invalid code affecting accessibility, search engine ranking, and cross-browser compatibility, limited control compared to coding; Some programs have steep learning curves*
11. *There's a lot more to good website design than knowing HTML: As a beginner, you don't know... what you don't know*
12. *7 factors in web design that are commonly overlooked by beginners*
  - a. *Usability: e.g. Knowing*
    - \* Where page elements, such as navigation links are best placed
    - \* How to use whitespace
    - \* Which fonts are easiest to read
    - \* How to make forms simpler to fill out
  - b. *Accessibility: Creating code that can be used by disabled visitors e.g.*
    - \* Keyboard shortcuts
    - \* Alt text for pictures
    - \* Alternatives to JavaScript

Legal requirement for some countries increases potential market  
Ethically important
  - c. *Search Engine Optimization: A huge field of study. Many best practices for coding and content writing e.g.*

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- \* Optimized title tags
- \* Putting content earliest in the code
- \* Using keywords and phrases in your linking text
- \* Ever-changing recommendations

## d. *Ease of maintenance/Future changes*

- \* Coding techniques that can hugely ease alterations
- \* Use of templates and included codes
- \* Logical directory structure
- \* Commented code
- \* Modular code

## e. *Design “sense” Knowing*

- \* What design appeals to different markets
- \* What colors are most effectively combined
- \* How best aesthetically to arrange page elements

## f. *Quality of graphic elements*

- \* The overall professional appearance of images is very noticeable, and dependent on
- \* Web-optimized images
- \* Correct image file type
- \* Image resolutions
- \* Image cropping and editing
- \* Graphic design technique

## g. *Page loading speed: Factors affecting download speed, include*

- \* Image size
- \* Page size
- \* Layout type (table or Cascading Style Sheets)
- \* Number of discrete items on page

13. *Making your first website is easy, and anyone can do it. Making your first good website will take a lot of time and learning.*

14. *You’ve now examined whether you need a web designer. Hopefully this guide will help you decide to have a web designer or do it on your own.*

15. *Need Help? Ask the experts at guiding you through website development.*

You can also check the reference [here](#) [1].

[Back to previous page](#) [2]

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[2] [http://theingots.org/community/how\\_to\\_build\\_website\\_using\\_Google\\_sites/#website\\_plan](http://theingots.org/community/how_to_build_website_using_Google_sites/#website_plan)