

# Web Designer – Choose the Right Web Expert to Create Your Website

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When it comes to selecting the right **web designer**, research is the key. I'm glad that you're researching various web designers because they're not all the same. Here are some guidelines for choosing the best web designer to create or revamp your website.

**1. Top web designers have live, working websites in their portfolio.** Try your best to ignore the screenshots she's showing on her website that doesn't link to live websites. Screen shots could be touched up to make them more beautiful. If you like her live web portfolio, then there's a good chance she will produce the same quality of websites for you. Most importantly, judge the quality by what you see, and ignore what she says on the website. Everybody says she's the best at something. She's got to prove it.

**2. Make sure the web designer created the websites hand-on from start to finish, especially with freelance web designers.** They could be just production designers who didn't create the original plan and concepts for the websites they're showing in their portfolios.

**3. Ask about their web design experience.** 5 years and up of web design experience is adequate for a large web project. For a small website, 1-3 years should be adequate. However, it all depends on the type of quality of the website you want to achieve. Generally, demand web designers with a lot of experience creating the type of websites for the audience you're targeting. You'll live with your website for a long time, and, it will have to serve your purpose. So, pick the best web designer you can afford!

**4. Ask about their web development standards and the technologies they use.** Use words like PHP, ASP.Net, CSS... These are just advanced computer languages which you don't need to know about; however, when you mention these names, it brings you up to an entirely different level of clients from that of an average client. Believe it or not, some web designers do throw bluff at average customers.

**5. Ask about their work load: In this market, web designers who are not busy at all are not any good.** However, those who are too busy are not good for you either. Make sure they spend enough time to answer your questions.

At PixFlex, we focus on providing our clients with solutions they can use to compete in their markets successfully. In addition, we believe that it's better to have no website than having one that doesn't present your products/services/corporate image in an effective way.

## So, why do web projects sometimes fail?

This usually happens due to many reasons such as:

- Poor planning, false expectations
- Inexperienced web designers/developers
- Aggressive deadline
- Inadequate budget
- Other uncontrollable reasons

## Choose the right web partner

In our almost 10 years in business, we've create solutions for many top designers including fashion designers, interior designers, architects, florist... to name a few. Not all web designers can work for designers. Therefore, research is the key to find just the right one.

We also have worked with a large number of companies in the financial field such as private equity, hedge funds, and mortgage. Creating websites for private equity firms is one of our expertises. We also created web solutions for the oil and gas industry.

At PixFlex, we always try to find the best approach and use proven web technologies for every web solutions. Understanding that your company will use the new solution, not only as an improvement to your business process, but also as one of your competitive advantages, we take every project very seriously.

We also understand that each project of any size is an important business investment to our clients. **Therefore, from research, to planning, to proposal, to development... all the way to final delivery of the solution, our mission is also to maximize your investment dollars.**

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