

## Starting a Web Design Company

Starting your own business is always an exciting prospect, but also a daunting task. Many people would love to start up their own business and "become their own boss" and a number of them have some great ideas. But taking the first step can be so hard, as you are going from a stable job with a consistent income to a new playing field where the cashflow can be very volatile.

Establishing your own web design company is the same as starting any other business. You need to put in place a foundation to maximise your chance of success. In this article, I will provide some tips on how to go about starting your web design firm, and helping it grow into a successful business.

The first step to starting your [web design company](#) is to set up your business. This includes registering a business name, and ensuring you have the necessary equipment for your company. A catchy name that is easy to remember, and relevant to the line of work is always a good idea.

You also need to work out the location of your business. Will you set up an office in your home or hire office space? Obviously the first option is a lot more economical which can be very important when you are starting off with no cash flow.

Setting up your business also requires the necessary items to run that business. In this case, a computer (or several) and a fast internet connection, are paramount. Web design software and other relevant programs are a must. A telephone is important to be contacted directly from potential clients and possibly a photocopier, scanner and fax machine.

The second step is to market your web design company. Get your company name out there by having business cards created. It may also be worthwhile developing flyers with your branding and a "special" offer which you can leave in cafes and other shops. Finding successful businesses that do not yet have a website and directly approaching them can be a proactive way to gain new clients.

Advertising online using google adwords is another valuable technique. You can target people who are already looking for the work you offer, and set a daily budget so you only spend as much as you can afford on this medium.

Your own website is also a valuable marketing tool. Since you are offering web design services, your own site will be judged closely and may determine whether a potential client goes ahead with your company. Your site should be clear, concise, professional and attractive.

Create a portfolio of projects you have done. Sometimes it is worth focusing on small clients with low budgets. Even though these jobs are low paying, they are jobs, and will add substance to your portfolio. Once this builds you can start targeting the larger clients.

## About the Author

Elliot Dean runs a [web design company](#) and a [cheap web hosting](#) service

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