

## Increase Your Profits With A Good Website Design

Are you about to launch your website You must get it right because everything you do, including its design can either make or break your online business. Of course what you are offering matters a lot, but then, there are a lot of websites out there that are doing great business simply because they have great content and design. So the design of course matters a great deal. May be you already have your website, but you want to change the design because you fear that your visitors are not liking it that much. This might be a good idea. If you find that your conversions are low, one major cause of this can be a bad website design. So go back to your web designer and change things, upload the new files, and see what happens.

### Who Is A Web Designer And Why Is It So Important To Hire An Efficient Hand

A web designer is a person who, as the term suggests, designs the website. He or she is the person who creates the presentation, the layout of the page that a visitor sees. The person will decide whether there should be a banner or not, and if yes, how it will look. The designer will decide the place in the page where the content will be placed and also the area that will publish information and images about your product or service. If you are a lead generation website, the person will design the form, and if you are an ecommerce website, the person will create the order button. Sometimes, a web designer also has technical programming knowledge, but such knowledge is not always needed to be employed.

A good web designer can make a huge difference. So select the person carefully. A good web designer will know that often, a website should have minimal graphics because heavy images can increase the loading time and images may not provide any information to the visitors. An efficient person will know where to put the images and just how much is enough.

### There Are Free Templates Available On The Internet - So Why Should I Hire A Designer

A good web designer can charge you a lot of money. On the other hand, there are free templates that you can download from the Internet. So the natural question to ask is; is it really important to hire a web designer The answer to this is a resounding 'Yes'. Remember, the person is more than someone who just designs the way your page appears. He or she can customize it according to the business you are in, and your exact needs.

Now if you download a free template and work on it, your hands are severely restricted to what is already there. This is why no serious business or big business would do such a thing. To make your design work for you and increase your ROI, the designer must get it exactly right. And it is essential that you work closely with the person, give himher your brief, see the output, provide your feedback, see the changes, and finally fix the final page plan and layout.

## About the Author

James Copper is a writer for <http://www.thebigagency.co.uk>

Source: <http://www.kiarticle.info>