

TOP 10

Web Design Questions Answered

What every Small Business needs to know about creating a website



1. What does a website cost?

Websites can range greatly in price. Similar to buying a car, price is determined on what features you want and what you need it to accomplish. At Bop Design we work with small businesses that are serious about their growth. Most of the websites we create cost between \$5,000 and \$15,000. This supplies businesses with a website that will last them at least 3-5 years and allow them to manage it internally.

To learn more, [click here.](#)

2. Why is web design important?

A well designed website helps build trust in your products/services, creates an exceptional user-experience, builds brand awareness and positively impacts your SEO.

To learn more about website design and why it's important, [click here.](#)

3. What questions should I ask as I search for the best web design firm?

There are many individuals and companies that claim they can build you a website. Unfortunately, not many can help build an effective website. It's important to ask about the company's process and to check out their portfolio. Find out what team members are involved and what experience each member has. Payment options are also an important topic to discuss. Don't forget references!

For a full list of things to consider when hiring a website design firm, [click here.](#)

4. How long does the web design process take and what are the steps?

The length of the website design process varies depending on the amount of pages and the desired functionality. At Bop Design, we work with small businesses, which typically have relatively small websites. Most of these website redesigns are completed within 8-16 weeks.

To learn more about Bop Design's process, [click here.](#)

5. What is a sitemap and why is it important?

The sitemap is a critical piece of every website, but it can cause a great deal of confusion. In a nutshell, the sitemap lays out the navigational structure of your new website. It includes parent pages (which show up in the navigation bar of your website), child pages, top links and bottom links.

To learn more about each of these elements, [click here.](#)

6. Why is WordPress an effective content management system?

WordPress is a popular content management system (CMS) and blogging platform. At Bop Design, all of the websites we create are built out in WordPress. WordPress gives autonomy to our clients—once the website is complete, they can make updates themselves in the easy-to-use backend. Because of the many plugins that work with WordPress, it is possible to quickly add elegant functionality to your website.

To learn more about the value WordPress provides, [click here](#).

7. What is user experience and why is it important?

User experience is how a visitor feels when navigating through a website. How visitors feel affects how they may respond physically (in terms of actions they may take), intellectually and emotionally. A good user experience engages visitors with the website content, creates a sense of trust and can encourage visitors to make the actions desired by the business.

To learn more about what goes into user experience, [click here](#).

8. What is the best way to give feedback on the website design?

While the web design firm has expertise in designing, building and marketing a website, the client company is the one that deeply understands the end user. This means it's very important for the client to provide honest, specific and consistent feedback in every part of the design process.

To read some tips on giving feedback, [click here](#).

9. How can my website actually generate sales leads?

A website should be more than an online brochure; it needs to be a lead generation and nurturing tool. Websites that generate quality sales leads have intuitive website design that guides a prospect toward a conversation with the sales team. A lead generating website should also have premium content to capture contact information.

To learn more about creating an effective website for generating leads, [click here](#).

10. How do I know what people are viewing on my firm's website?

Google Analytics, a free tool you can install on your website, can move you past "educated guessing" to data-driven decisions. Analytics provides easy-to-read reporting on what links your visitors click on the most, both on your homepage and throughout the rest of your website. The tool also offers goal and conversion tracking, which allows you to optimize your website content for lead generation.

To learn more about these features, [click here](#).