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Web Diva Wisdom: How To Find, Hire, And Partner With The Right Web Designer For You

Web Diva Wisdom

How to Find, Hire, and Partner with
the Right Web Designer for You

LISA B STAMBAUGH

Synopsis

How can I prepare myself to get the very most from my relationship with my web designer, and how can I make it the most productive and successful partnership possible?This book shares the tips and tricks that will:enable you to choose the right web designer for youallow your web designer to work more efficiently on your behalfhelp you collaborate to develop the best website for your services and productsAs a freelance web designer with fifteen-plus years of experience developing over five hundred websites for individuals, small-to-medium-sized businesses, and nonprofit organizations, Lisa Stambaugh has developed processes, checklists, and templates to get the job done. No stone has been left unturned in uncovering every little detail of the website design process: the best ways to approach the many tasks and challenges, the common mistakes that clients make, and the things they do that can drive a web designer crazy!This book is a compilation of this information in a format that will be useful to anyone working with a professional web designer. In the end, you will:control the project cost and schedulereduce errorsavoid reworkminimize your frustrationshorten the timeline to launch your websitecreate the best possible website to meet your goals in terms of budget, timeline, and functionalityEverything you need to know about working with a web designer, in the order you need to know it.This book should be an essential reference for anyone working with--or planning to hire--a web designer. Its goals are to provide basic guidance for the newcomer embarking on the process for the first time, as well as to offer lessons and process improvements for those already working with a web designer.Whether you are ready to partner with a web designer for a new website, a redesign project, or major updates to an existing website, you'll find helpful guidelines, tips, and best practices.As a client, you are ultimately the creator and owner of your website. If you don't collaborate with your web designer and actively participate in the process, you won't end up with the website of your dreams.Hiring someone to design your website should not be a one-time, short-term project but rather the start of a long--and hopefully productive and successful--business partnership. Let this book be your guide to getting the most out of your relationship with your current or future web designerHow this book is organized:Part 1: Building Blocks - Understand where you are in the website lifecycle. Know the basic building blocks of any website, including the players.Part 2: Do Your Homework - Pinpoint budget and timeline constraints. Do your prework by gathering information, conducting competitive analysis, identifying your audience, and drafting a marketing plan.Part 3: Discovery - Search for qualified candidate web designers that fit your requirements. Initiate contact, complete the investigation and proposal process, and check references.Part 4: Development -Hire your web designer and build a working relationship of open and honest communication, trust, respect, delegation, and partnership. Design

and build your website, understand the creative process, and actively participate in iterative development and refinement.Part 5: Delivery - Launch and announce your website. Keep your website current in both content and presentation. Know the options if your web designer relationship status changes.

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Customer Reviews

Wow - this is exactly what I've been looking for. I've got several ideas for websites and really had no idea where to start. The classic "I didn't know what I didn't know". This book not only provided the overview I needed, but also got into specifics as to how organize my own thinking and prepare for interviews with potential Web Design partners. I found the checklists and real-life examples to be very helpful.Well written, well organized and, well, really helpful.Disclaimer - while I do know the author, I've tried to be completely objective - this book came at exactly the right time for a project on which I am working.

I read this book cover to cover. It was easy to understand, confirmed some of the knowledge I

already had, and gave me new insights on what I didn't know earlier. I recommend it!

My colleague and I are forming a local nonprofit and developing our website was a top priority. I am familiar with Lisa Stambaugh's expertise as a web designer given the number of sites she created for many businesses and organizations in my region of the Bay Area. When I scheduled an appointment to discuss our website needs, Lisa suggested that we read and use her recently published book, "Web Diva Wisdom." We did so and are absolutely thrilled with our beautiful website: www.MissionPeakWinds.orgMy colleague and I did our homework--Part 2 in the book--which proved invaluable in focusing clearly on: 1) our identity as a nonprofit organization; 2) conveying consistency in tone and content throughout our website; 3) creating a nicely ordered, uncluttered design that is user friendly; 4) saving time and frustration; and 5) saving time and frustration . . . this bears repeating. Completing our work before the first consultation with Lisa streamlined the entire web design process. Case in point: We first met with Lisa on June 21st and less than 2 weeks later (12 days to be precise) our website launched! We have an easy-to-navigate site for our audience--primarily high school students and their parents--and we have design infrastructure in place, ready to load page content when the time comes.The book is a quick, easy, read, filled with very helpful tips, examples, and essential exercises. I highly recommend this book for anyone thinking about "getting" a website or revamping an existing one. Reading and completing the exercises in "Web Diva Wisdom" would be time very well spent!

As the co-owner of a small business, we, like others, knew we needed a good website. So off we went-blind! Seven years later and a little brighter, our website was in drastic need of updating. We spent a year viewing websites from all over the globe, eye-opening for sure. Then we found Web Diva Wisdom. It's an easy read with the best exercises to focus on what's important to your business when it comes to building a website. After reading this book, we were able to articulate what we wanted efficiently with more direction at less cost.This book is an invaluable resource for any business owner/individual considering a new website or redesign of their current site. You'll get the best results when you follow Web Diva Wisdom!Norman K., Niles, CA

As the CEO and founder of a marketing agency, part of the work we do is website design and development. Some of our smaller startups are not always super experienced about how to work with a web designer or marketing agency. There are a lot of tips in this book that could really help our clients do a better job of providing the information needed to complete their project efficiently -

which ultimately saves our clients time and money. I can't imagine a startup that doesn't want that outcome! In fact, I think we should provide a copy of this book to all new clients, to get them started on the right foot.

This book is such a great source of information !I'm the Development Director for a non-profit organization. We rely heavily on our website to spread the word about our services, and to solicit donations ÃƒÂ¢Ã â ¬Ã â œ so it's an important aspect of our marketing. We have a volunteer managing our website, but we have to provide the content and direction.There were a lot of great tips in the book about ways to be more concise, creative and direct while working with your web designer. There are also points regarding making the volunteer's time more efficient -- and to make her feel more appreciated!

Web Diva Wisdom is an invaluable resource if you are looking to set up a new website or wanting to update your current one. Its comprehensive checklists (in the form of exercises) and strategies for managing the process to choose a web designer are written in easy-to-understand language. This book makes a potentially complicated process a simple one. I also highly recommend following the author's blog to keep up on the latest in web design and development: http://webdivawisdom.com/blog/.

In the past, I have had my own jewelry business, so I know the importance of a website.This book is well written in a way that even a very non-technical person could understand. Because of this, I purchased several copies of this book to give to friends as I thought it would be really useful for them in managing their own businesses. It would be a great gift for a self-employed person. I give this book my highest recommendation.

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