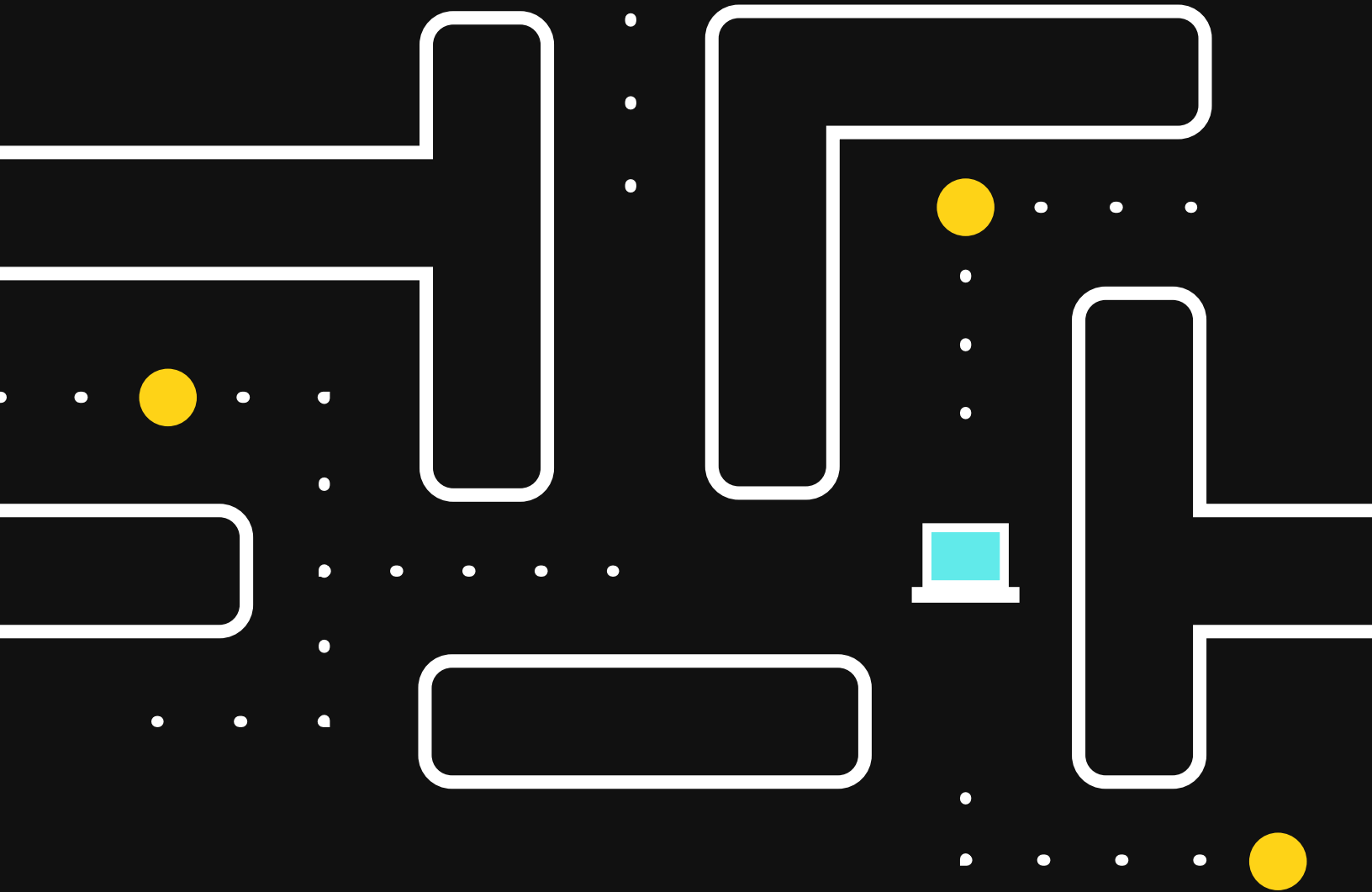




# How to Start a Web Design Business





# Table of Contents

— 03	Why Start a Web Design Business?
— 14	Naming Your Business
— 22	Know Who Your Target Audience Is
— 28	Decide On Your Products & Services
— 43	What Are Your Business Goals?
— 51	Legal and Administrative Requirements
— 58	Craft Your Brand
— 67	Create Your Templates to Sign Future Clients
— 82	How to Find Web Design Clients
— 94	How to Onboard Your New Clients
— 101	Tools to Help Manage Your Web Design Business
— 107	Are You Ready to Start Your Web Design Business?



# Why Start a Web Design Business?



START



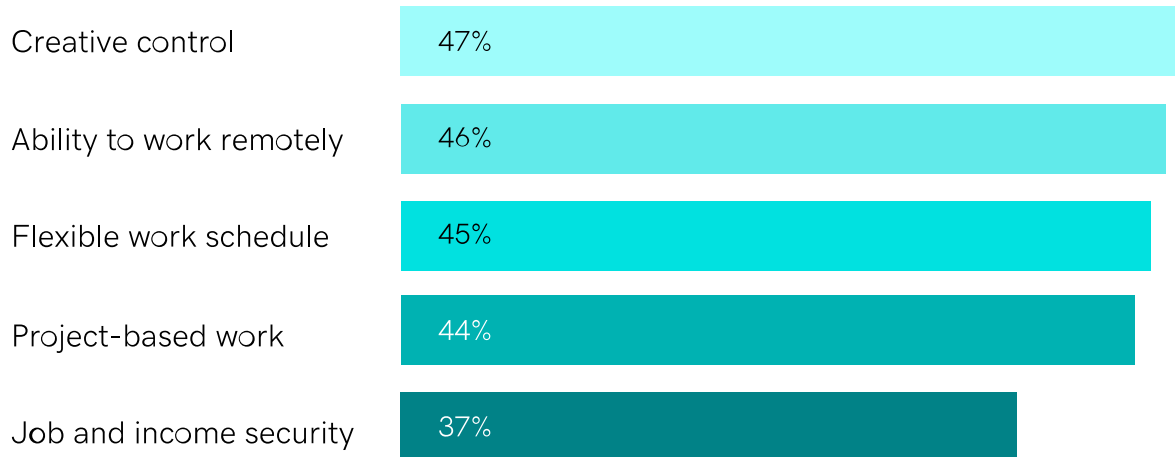
## Why start a web design business?

It's no secret that starting a business is one of the best ways to take control of your future. But when it comes to choosing an industry, few have as much staying power as web design.



What do Americans

## want in a career?



In [a recent study](#) by GoDaddy Pro, 95% of current web designers surveyed felt that their jobs were both lucrative and secure. If you're thinking about starting a web design business, that job security should give you a major confidence boost!

Demand for new websites and digital platforms will only increase as more people start doing business online. It's one of the most compelling reasons to start a web design business, and it's the perfect venture if you're looking for a way to combine your computer skills with your sense of creativity to help people grow those businesses.

This Ebook is for educational purposes only, and will give you step-by-step, actionable advice to get your web design company up and running quickly.

“

**The world, the internet changes so much and you want to be able to adjust and add on to your business as needed.**

[Shereitta Myrick](#)

Founder Assured Purpose Digital Creative Agency, LLC

## **Benefits & Challenges**

Like all businesses, owning a web design company has its pros and cons. By understanding what you can expect when you're starting out, you'll be better equipped to deal with the challenges of establishing and running a growing company in the future.

# The benefits of starting a web design business

A career in web design doesn't just give you an avenue to express your creativity. It also serves as a long-lasting, viable career choice that you can grow and develop over time. In the previously mentioned GoDaddy Pro survey, [37% of Americans polled](#) said that they actively want a career that provides them with stellar job security and income security. Web design offers both.

Those are just some of the benefits of a career in web design. Many web designers also enjoy advantages like these:

- There will always be demand for websites as new businesses get started and established organizations want to improve their offerings and up their game.
- You can get started without a formal degree and use specialty certifications and training to raise your expertise level and be better prepared.
- You can expand your business over time by offering related services as you gain expertise.
- The work is fun, creative, and you'll learn from working with many different types of clients and businesses.
- The work can be done from anywhere and allows you to flexibly balance family or personal needs.

Even better, you don't have to start your business as your sole source of income. It can start as a side hustle and grow based on your needs and the amount of time you're willing to invest in your company. Use it as a way to supplement your day job or pursue it full-time – it's up to you.

## **The challenges of starting a web design business**

Every new company, no matter the industry, will face challenges, especially in the beginning. For web design companies, those challenges are manageable as long as you're prepared.



## **You're in charge of everything**

When you start a company, you're responsible for making sure everything runs smoothly. It's your responsibility to reach out to clients, find new business, solve problems, and stay up to date on the latest industry trends.

You're the expert and your clients will depend on you to complete projects on time, every time. Unless you hire support staff, you won't have others to lean on when your workload ramps up.

## **How you enter the industry matters**

If you're thinking of starting a web design business, you probably already have experience in the industry. That means you need to take a long, hard look at your previous contracts and employment agreements before launching your business.

If these contracts have non-compete clauses, you may need to pursue an entirely different niche and look for clients that are not affiliated with the agencies or employers you've worked for in the past. You'll need to be patient and ready to deal with potentially slow business as you build your reputation outside of your existing client base. Note that some non-compete clauses are non-enforceable. You may wish to consult a lawyer in your local jurisdiction.



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New Works  
SOUNDS LIKE  
A DIY PROJECT  
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SHOP

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LATEST ADDITIONS

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jeri barton

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Perfect for the fall season.

## **You'll have to come up with the money to start**

The saying, “you need to spend money to make money,” is never truer than it is when you’re creating your own business. The good news is that if you’re building your business from home, you likely already have many of the tools you need, such as a laptop and internet connection. This offsets the cost of renting an office space. However, you may want to set aside funds to obtain any business licenses required by your state, set up a business address, or to make sure you are properly insured and protected based on your company’s legal structure.

Does that mean building a web design business is not worth the effort? Absolutely not! You just need to be ready to confront those challenges and meet them head-on.

## **Grow your side hustle!**

No one becomes a successful web designer overnight. Need proof? Look no further than the 57.5% of designers polled who had worked in other fields before making the leap to becoming a full-time web designer.

You don’t have to have a background in web design. You just need to be determined and willing to learn — and there are plenty of resources to help you increase your knowledge. From LinkedIn and Facebook groups to the GoDaddy Pro community, to a variety of online courses and webinars, there is an almost endless array of materials for you to build your

web design skills. Better yet, many of these resources are free or low-cost. If there are more expensive courses that interest you, you can also consider writing them off as a business expense on your taxes at the end of the year.

Consider taking a “learn as you go” approach as you grow your technical skills. Start with simpler projects, such as brochure type sites. Then, as you level up your skill set, you can expand to include more complex builds and multi-page sites as part of your offering and developing a stable revenue stream.

Remember that you won’t just be doing production work. You’ll also be the salesperson, bookkeeper, project manager, and account coordinator.

These skills don’t come from online courses or from attending a fast-track coding school; they’re learned through hands-on experience over time.

Be patient. Start one project at a time and use those projects to gain new work, referrals and to grow your portfolio.



“

**I've come a long way from those days of using Front Page 95, as now I focus on WordPress development. I have designed and built almost 700 websites. The current count is 694!**

[Lisa Stambaugh](#)

Founder of Collective Discovery® agency  
and author of *Web Diva® Wisdom*

After nearly two decades of working in the Engineering, Quality, and IT sectors in corporate America, Lisa Stambaugh was ready to be her own boss. Applying her passion for art, writing, and design alongside her engineering and tech skills, Lisa created her agency, Collective Discovery® to provide small businesses and nonprofits with WordPress support.

Noticing that her clients often had a need for wordsmithing and telling their stories in a compelling way, she began her Much Ado About You!® Content Service. Having found rewarding work and the ability to truly connect with her clients, Lisa parlayed that knowledge into a book she wrote, *Web Diva® Wisdom*, to help business owners learn how to best work with web designers.

# Step 1:

# Naming Your Business

A A





## **The first step is to name your web design business.**

Now that you've decided to start a web design business, you need to come up with a name for your company. It sounds simple, but there's more to choosing a great name than meets the eye.

The name needs to speak to what your company does while also making your business stand out from the competition.

It needs to be memorable so people can associate your business with the services you provide. It should be easy to pronounce to further brand recognition and it needs to speak to what you do as a company.

“

**I had to choose a business name and decided to use my initials with the two industries I felt most of my services would arise from - KR Media & Designs.**

[Kristina Romero](#)

Web developer and business owner

# 10 Tips for Naming Your Business

## —01 **Think about what you want your name to convey**

Your business's name should convey your company's personality, mission, and values. If you're not sure what those are, take some time to reflect on what your company stands for before you start thinking about names.

## —02 **Brainstorm to identify possible names**

When it comes to creating a solid brand, the more ideas you can generate, the better. Brainstorm different name ideas and write them down so you can review them at your leisure. Don't worry if your list of ideas takes up a page or two in a notebook – the more options you have, the easier it will be to choose a name that expresses your company's core values.

## —03 **Keep the name easy to write and remember**

Once you have a list, read through it and earmark your favorites. The names that are memorable, fun, and showcase who you are as a brand are the ones you'll want to focus on.

—04 **Choose a name that can grow with your business**

Remember, all successful companies are dynamic, and where you start your business might not be where you end up. Choose a name that will grow with you and one that can accommodate changes in product offerings, business size, and niche should your services change over time.

—05 **Describe your business without being generic**

Picking a name that's memorable and unique is the best way to make your brand stand out. Just make sure the name explains what you do and the services you offer without being overly generic. Names like "Contemporary Web Design" may tell others what you do, but they're not attention-grabbing.

—06 **Be careful with geographic names**

Location-specific names often make your business seem hyper-local. Worse, they won't work if you move to a new city or state, so just avoid them.

—07 **Don't use obscure words**

The best way to get customers to remember your company name is to keep it simple. Leave the obscure, complicated, or long words to your competitors.

“

**A business name is the first introduction one has with a company and it has to have an impact, while providing intrigue and resonance beyond the conversation.**

[Emmanuel Stinson](#)

Owner of emSite Solutions

— 08 **Tread lightly on fads**

Following trends is a great way to drum up business, but those trends will pass eventually. That's why your name should be timeless – your business isn't a passing fad. It's here to stay!

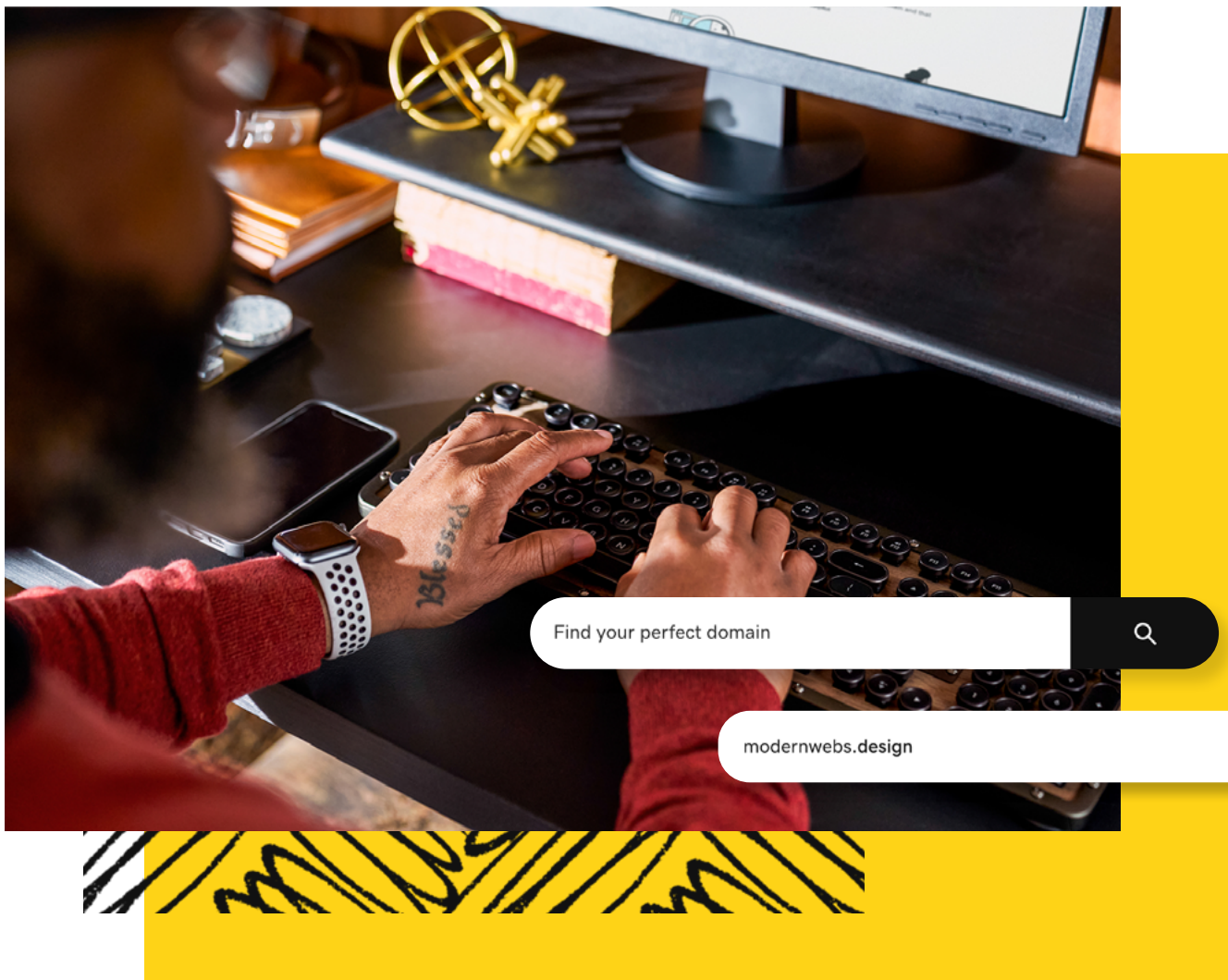
— 09 **Avoid decisions by committee, but test your name with others**

Run your top names past friends, family, coworkers, and anyone else you trust. They'll be able to tell you which names work, and which ones are less impactful to help you narrow down your choices.



## — 10 **Check for domain availability**

These days, having a website is essential if you want to get your company in front of as many people as possible and having a domain name that utilizes your business name is key. Before you settle on a name, make sure the domain name is available.



If the domain name you want isn't available, check to see if a different [top level domain \(TLD\)](#) is available. Even if you might not be able to score a .com or a .net, you can potentially get a TLD that incorporates your field of interest – like .tech or .design.

As always, do your due diligence. Make sure the names you're considering aren't already being used by other businesses, and don't hesitate to consult an attorney if you need extra advice. Your attorney will help make sure the business isn't stepping on anyone's toes and can help you file the necessary paperwork to get things off the ground.

**Need some extra help? Look to the GoDaddy Business Name Generator for some inspiration!**

Go to Generator

# Step 2:

## Know Who Your Target Audience Is





## **How to identify and target your audience.**

With your business name in place, it's time to get strategic.

What type of service do you want to provide and what type of customers do you want to engage with? Deciding on your niche and audience is an important step in setting up your web design business for success.

## Focus on a niche

In order to showcase your expertise, consider specializing. Whether that specialization is based on the types of clients you take or the types of projects you do is totally up to you!

For instance, some specializations can focus on market space, geographic area, or a particular type of site, such as ecommerce or membership management.

To find that sweet spot, look to the intersection of both your skills and your passions. That's where you want to spend most of your time. So, if an activity is not in that sweet spot, consider delegating, automating, or deleting it from your task list.

Better yet, if there is a portion of your project that doesn't completely align with your skill set, it can be a great opportunity to share a lead within your own network of professionals to help them grow their own businesses. Many web designers help one another out by passing along leads for work that isn't always a fit for them, but could be a great fit for someone they know.

### TIP:

Spend your time where your passion and skills intersect



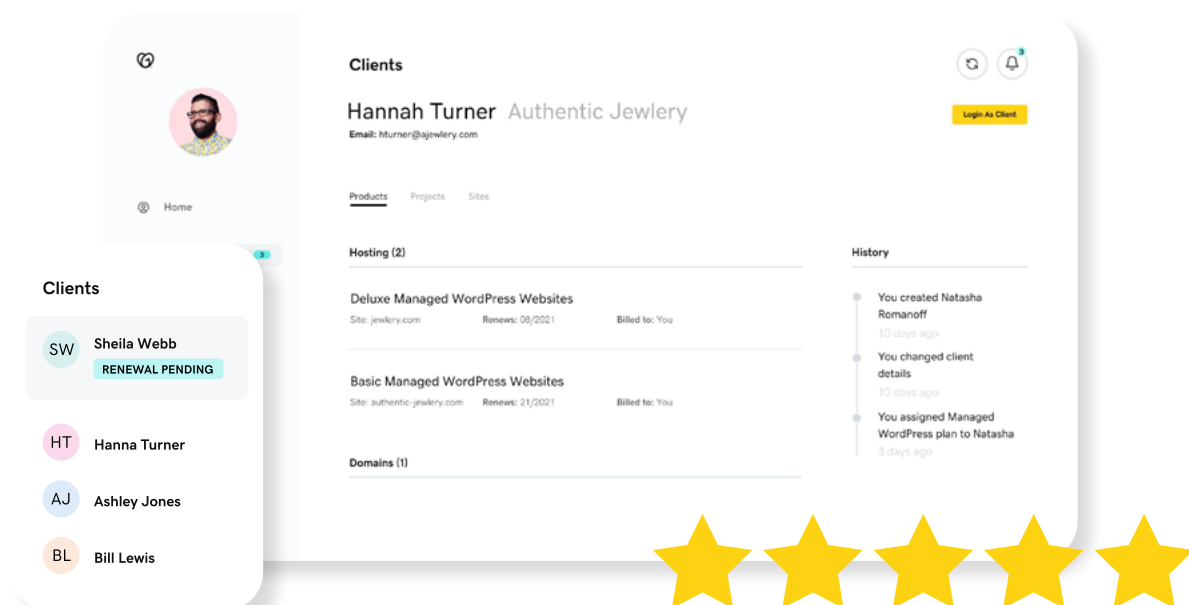


Once you have designated your niche, plan to communicate your area of expertise across all of your marketing materials.

Why is it important to determine your niche? When you spend all your time doing your best work, the work quality tends to be higher, the outcome for your clients tends to be better, and you're happier — which is good for avoiding burnout.

## Know your audience

Once you've identified your niche, ask yourself, "Who stands to benefit the most from working with me when I'm doing my best work?" [Customer satisfaction](#) is critical to the success of a web design business.



Even more critical is your own satisfaction. Engaging with web design clients who are the right fit for you is one way to facilitate that. Here are a few ways to narrow the field and set criteria for the types of clients you want to work with:


- Describe your ideal client, including attributes such as geography, cultural, entity size/type, products/services offered, or audience served.
- Have an evaluation strategy that allows you to quickly rule out mismatches, make exceptions, suggest alternatives and, if it's not a good fit, execute a speedy-yet-graceful exit plan.
- Have a [list of client screener questions](#) to help evaluate if a prospective client is the right fit for your business. These questions can hone in on your criteria for a client, including financial expectations, technical considerations, location, size, length of engagement, the potential for ongoing work, partnership potential, strategic positioning within your portfolio, and even personality fit.

“

**The typical client who works with WPSS is a micro or solo business, usually coaches, consultants, or creatives in e-learning or membership-based spaces.**

[Lee Drozak](#)

Founder of WordPress Site Success



One way to help weed out clients who might not be the right fit is to set up a contact form with conditional fields based on budget. For instance, if a prospective client fills out your intake form and specifies that their budget is over a specified amount, that contact form can be directly routed to you. If they note that their budget is lower than what you feel comfortable with accepting, you can configure your intake form to redirect to a page that says your project schedule is full.

This type of strategy can also be used to build goodwill among other professionals in your community and with prospects who aren't right for you. You can follow up with individuals who did not meet your criteria and refer them to fellow designers and web designers who might love the chance to work with them. This leaves the door open to the potential to work with them at a later date if their budget commits and to also share leads with other designers.

### Pro Tip

## Create a Customer Persona

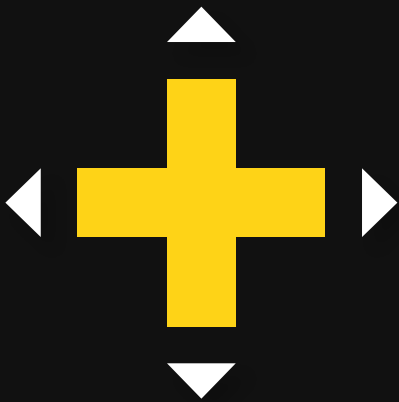
Stuck on developing parameters for what an ideal customer looks like for your business? Developing a persona – a representative sample of the audience you want to target – will bring that all into focus. We can take you through that process step by step.

[Learn More](#)



# **Step 3:**

## **Decide On Your Products & Services**





## Clarify your service offerings.

Once you know what you want to do (your niche) and the types of clients you want to attract, it's time to decide what products and services you will specialize in.

By doing so, you'll be able to plan how to invest in and budget for your business, how to price those products and services, and how to set your business up for recurring revenue.

Match your unique abilities with the type of work you enjoy doing and you have a winning formula for positioning your web design business as the best choice for your targeted audience. You want to clarify what products or services you provide, keeping in mind a couple factors:

- **Time is money.** When you have a specific skill (i.e. branding, animation, front end development) you will be able to work faster. The faster you work, the more money you can make. Decide on an offering that you know you excel at.
- **Demand drives profit.** When people need a specific service to make their business successful, they are willing to pay for that service. Offer services that people find too difficult or time consuming to do well themselves.

So, what web design services are in demand that you can do well? Consider these options:

### **Complete web design and development**

To stay competitive, every business needs to deliver a custom, genuine online experience for customers and prospects. It stands to reason that businesses need support in designing, creating and maintaining web pages and websites. Many people have skills in either software and application

**TIP:**

Continuous maintenance drives recurring revenue

development, or user interface and design. But if you have talent in both areas, you can offer end-to-end service that businesses value.

**Site redesigns or rebuilds**

There comes a time in the life of every growing business when their website needs to be redesigned. It's a long process that could go horribly wrong if placed in the wrong hands – and most businesses know that. If you have the skill to make that process seamless and successful, you'll be in demand. Even better, offer ongoing optimization and maintenance services to [drive recurring revenue](#)!

**Website maintenance or management services**

Successful businesses know that continuous website maintenance enhances security, increases traffic, and boosts brand trust and recognition. It also creates an additional recurring revenue stream on the backend of your business endeavor. For most businesses, keeping up with all the necessary tasks like updates, backups, analytics, and site monitoring is neither practical nor efficient. That's where you come in: [offering a scalable, necessary service](#) that takes the burden off of the business owner.





## Logo and brand design

Every business needs a unique logo and brand design to communicate their distinction in the marketplace. If your skill set includes the ability to translate a company mission and vision into a timeless and original visual design, the business world will beat a path to your door.

## **Consider offering related services**

When clarifying your service offerings, consider bundling them with related services. You'll provide choices to customers and increase your billables.

Consider these related or adjacent services:

- Managed web hosting
- Content creation
- SEO
- Social media management
- Online advertising
- Email marketing
- Website security

## **“Productize” Your Services to Create Recurring Revenue**

Recurring revenue should be part of every web designer's monthly income.

Instead of one-off website sales, turn your services into a product that works on a short-term-but-renewable basis. Sell your services as a value product that people subscribe to.

You define exactly what you do, what the value is, and how much it costs each month. For example, you could devise different levels of standardized plans for either website design

packages or ongoing website care and maintenance. While your clients may initially come to you for your design services, managing their websites on an ongoing basis will actually be your bread and butter, driving recurring revenue for you.

When you productize your services to create recurring revenue every month, you won't have to constantly be in sales mode. Plus, you'll remove a lot of the waste from the traditional service business model, such as design revisions, project management, account management, invoicing, and chasing payments.

## Price to Be Profitable

Next, determine your pricing. You don't want to sell yourself short or not be competitive. However, you also have to make a profit.

“

**I find the most profitable projects are personal ones. If done right, the money keeps coming in month after month.**

[Daymon Hoag](#)

Owner and operator of Buckeye Web Development, LLC



First, get a clear view of the cost of all the activity that goes into your business, including developing your products and services. List all the business expenses and development costs.

Next, understand the hours it will take you to develop each service and the cost you want to charge per hour.

But be careful here: It's best to share a price with a client that is based on value and not time. So, while you will know that your set price includes your hourly rate, there is no need to share that with the client. This will avoid conversations about how every last minute is spent, and price negotiations based on specific features or items clients may feel are not important.



## To price for profitability:

- Review pricing models of other web designers. Your goal is to be competitive without giving away undercutting your profitability — but don't be quick to cut your pricing in a bid to be more competitive. For the health and profitability of your business venture, it's important to avoid [underpricing your services](#).
- Remember that you have to cover your own vacation time, sick days, benefits, retirement, taxes, and the other expenses of running a business.
- Consider the fees associated with taking [online payment](#).
- Add in project costs such as plugins, software licenses, copywriting, stock images, etc.
- You need to cover the cost of business development, or finding more work.

What you charge is not just about meeting your expenses: you need to make a profit, as well.

Analyze the market demand and what the competition is providing at what costs. Price competitively, in a way that provides value but would also be fair to you and your goals.

Not all of the activity that goes on in your business is directly related to any specific client, but all of the activity that goes on in your business must be built into the price that clients pay you. If clients are not paying for all of this activity, it means you are.

#### Pro Tip

### More time = happier clients

When you use the Hub by GoDaddy Pro, suddenly there's more time in your day to focus on what matters most. Forget about juggling admin tasks. Reclaim your time and use it to make clients feel like the center of your universe.

[Sign up for Free](#)



# How to Create a Recurring Revenue Pricing Model

Productizing your services and pricing them right can [establish a successful recurring revenue model](#) for your web design business. Here are three ways you can do that:

## — 01 Offer a productized service

Maintaining WordPress websites and building new websites are all services — services that can be productized. To make these sources of recurring revenue, offer them as subscriptions on a monthly plan.

Website care plans are a great way to dip your toes into the pool of recurring revenue, as they are easy to standardize. You update the software, monitor the install, and provide a support desk for requests from your client within a certain period of time or number of requests.



Be careful to standardize your subscription offerings. Rather than customizing packages to each client's needs and high-level customizations, develop a menu of services with associated pricing.

Devising different levels of standardized plans for either website care or [website design packages](#), and offering them to your client list is the fastest way to get immediate success with recurring revenue.

## —02 **Create a new product**

Services aren't the only offerings that may result in recurring revenue. You can create products like a membership website, training program, or software, and sell those over and over again.

For example, you can record yourself demonstrating a how-to session on any subject. Package those sessions and you have a product you can offer for sale as a subscription or as a course.

In the same way, if you want a plugin to be considered recurring revenue, it's best to frame it as an ongoing license. Video User Manuals (VUM) provide WordPress training in your client's dashboard so you

don't have to. With every update of WordPress, VUM releases new videos to coincide with the platform changes. This update is recurring value and why the plugin customers pay a recurring monthly fee to use the plugin.

Begin by developing some how-to training sessions or software that would support your client list. From there, you can continue to develop and offer products to increase your client base and gain recurring revenue.



### — 03 **Offer white-labeled products**

Did you know that, when creating a recurring revenue model, the products don't even need to be your own? There are numerous white-label options someone else has created for you to resell, including hosting, [SEO](#), reporting, copyediting, and more.

When you offer white-label products or services, you rebrand the product or service as your own and set your price point. This allows you to stay client-facing while the white-label provider does the work.

For example, GoDaddy offers a [turnkey reseller program](#) that includes a catalog of products you can sell, a pre-built customizable storefront (and complimentary Managed WordPress plugin if you'd prefer to integrate the catalog into your existing storefront), and white-labeled customer support staff to troubleshoot your customers' technical issues.

To choose white-label providers, select those with good reputations for quality and service. Their reputation becomes yours. Then, use their product or service yourself to test effectiveness before offering them to your clients.

In addition, think about the value you are adding. Why are your clients going through you, and how

can you add value that makes choosing to work with you a no-brainer? For example, if you offer white-labeled plugins, enhance that value by also providing a video tutorial of how to use those plugins. Roll the cost of those tutorials up into your offering prices and then resell those packages over and over again.

When reselling white-labeled products or services, always be clear about the standardization of what you are providing your client. Also make sure to set up client agreements regarding these products or services that allows for a clean break should the white label partner suddenly restrict branding or services.

“

**The business relationships I have built are strong and lasting. While I work hard to obtain new customers, I constantly get additional project requests from past customers who benefited from working with my team. It's an ongoing cycle that has allowed me to stay in business and prosper, even during this horrible pandemic.**

[Brandon Laveré](#)

Owner of Laveré Web Design

**Step 4:**

**What Are Your  
Business Goals?**





## Set your business goals.

Before you can start building your company and providing quality web design services to clients, you need to think about the goals you have for your business.

Understanding those goals will help you create a sustainable business plan that can drive your company toward success for years to come.

So, how do you go about identifying your goals? Ask yourself these questions.

## **What is your mission?**

Every successful web design business has a clear mission statement. Ask yourself what your company stands for, who you're trying to help, and why you're doing what you're doing. Go for short (roughly two sentences), sweet, and to-the-point.

You can always update your company mission statement later as things change and your business grows.

## **How do you want your clients to see your business?**

Within the web design world, people choose to run and market their businesses as freelancers, dedicated agencies, and even marketing partners to attract larger, more well-established clients. There's no right or wrong choice, but the way you choose to refer to your business can play a role in the types of clients you attract.

Choose the method that resonates best with your goals.



## When do you want to get your first client?

Set a firm deadline for getting your first client. This will help you maintain your motivation and get those clients signed up in the first place.

That said, be realistic. If you're starting from scratch, it's going to take longer to find clients than it will if you're working from referrals.



“

**WP Site Success was born out of a need to let people know more about websites and WordPress. It's about making your website key to your marketing and brand. That means the success to enjoy a website that works. Nailing the name that reflects the business's mission was a key point moving forward because it encompasses and is the cornerstone of the messaging.**

[Lee Drozak](#)

Owner of WordPress Success Site

**TIP:**

When in doubt, focus on quality

## How many clients do you want to work with?

You're only one person and there are only 24 hours in a day. Think about how many clients you're willing to take on and how many you're able to handle each month.

When in doubt, focus on quality over quantity. Paying your bills is great, but you want those clients to be happy with your work.

## Where do you hope to see yourself in a year?

Think about your long-term goals. Do you have a set amount of money you want to earn in a year? Or do you want to hire your first employee eight months down the line? Whatever that goal may be, write it down.

Establishing and reaching for those long-term goals can help you stay on track.



## Write A Business Plan

Now that you have your goals in mind, you'll need to write a business plan. Think of this plan as the blueprint for your entire web design business.

So, what are the elements of a good business plan?

- **The summary.**  
Offers a simple overview of what your business is about and what the plan contains.
- **The business overview.**  
Outlines your legal structure, the type of business you run, how you'll run it, and where your headquarters are.
- **Operations plan.**  
Tells how the business will operate, who is responsible for which tasks and the basic descriptions of the web design, and development services you'll provide.
- **Market analysis.**  
Gives a brief look at the web design market in general and explains who your target market is (i.e. who will be using your services).
- **Products and services.**  
Explains the types of services you'll provide. You can always expand the list later.
- **Marketing plan.**  
Details your marketing strategy to get your web design business in front of more people and explains how you'll attract clients.

- **Competitive analysis.**  
Examines and explains your competitors' strengths and weaknesses so you can demonstrate how you'll overcome those same issues and provide better services.
- **Management team.**  
Points out who is in charge. If you're a sole proprietor, you'll be the only team member listed. If you have others working with you, explain their roles here.
- **Financial plan.**  
Outlines how much money you need to get started, how much you'll need to grow over the next few years, and how you'll use the money.
- **Projections.**  
Gives an estimate of your expected business and income from the services you'll provide.

Keep in mind that your plan will change as your business grows. That's okay! It means you're moving in the right direction.

### Pro Tip

## Use a Business Plan Template

Did you know that you don't have to start from scratch when writing their business plans? You can use a proven template instead.

[Check Them Out](#)



# **Step 5:**

# **Legal and Administrative Requirements**







## **Now, for the less exciting part of starting a web design business – the paperwork.**

You need to figure out how you'll set your business up so you can fulfill all necessary legal requirements before you take on your first client.

Unfortunately, that means filling out a lot of paperwork and making sure you're set up for success.

Keep in mind that legal requirements vary based on location and industry, so it's important to confirm precisely what's required of you to be sure you're compliant. However, from a high level, this process can be broken into a few simple steps.

## — 01 **Establish your business identity**

Your business identity isn't your name – it's how you'll operate the business from a legal perspective. Decide if you'll run things as a sole proprietor, LLC, corporation, or as a freelancer.

You may want to work with an attorney to make sure you choose the right option and submit the appropriate legal documents.

## — 02 **Get licensed**

Some cities and counties require business owners to have licenses in place before they can start taking clients. Contact your local government for details.

They'll explain the requirements and, if you need a license, they'll walk you through the application process.

### — 03 **Acquire insurance**

Web design businesses might not provide physical products, but that doesn't mean you're not at risk of lawsuits. Before you work with your first client, consider investing in liability insurance. This can help to protect you against claims surrounding data breaches, accessibility lawsuits, errors and omissions, and more.

Get quotes from several insurance providers and compare the details closely. You'll want to choose the provider that gives you the best price and the highest coverage amount.



**You need to figure out how you'll set your business up so you can fulfill all necessary legal requirements before you take on your first client.**

### — 04 **Plan benefits and HR policies**

When you start your own web design business, you need to think about how you'll handle health insurance, retirement accounts, and other benefits.

Start by finding out if you qualify for coverage with your spouse or partner. If you can, get on their plan. If you can't, you'll need to shop for insurance.

Though health insurance is important, it's not the only benefit you need to think about. You also need to make a plan for time off, figure out a vacation policy, and establish the process you'll use to communicate changes in availability and schedule with your clients.

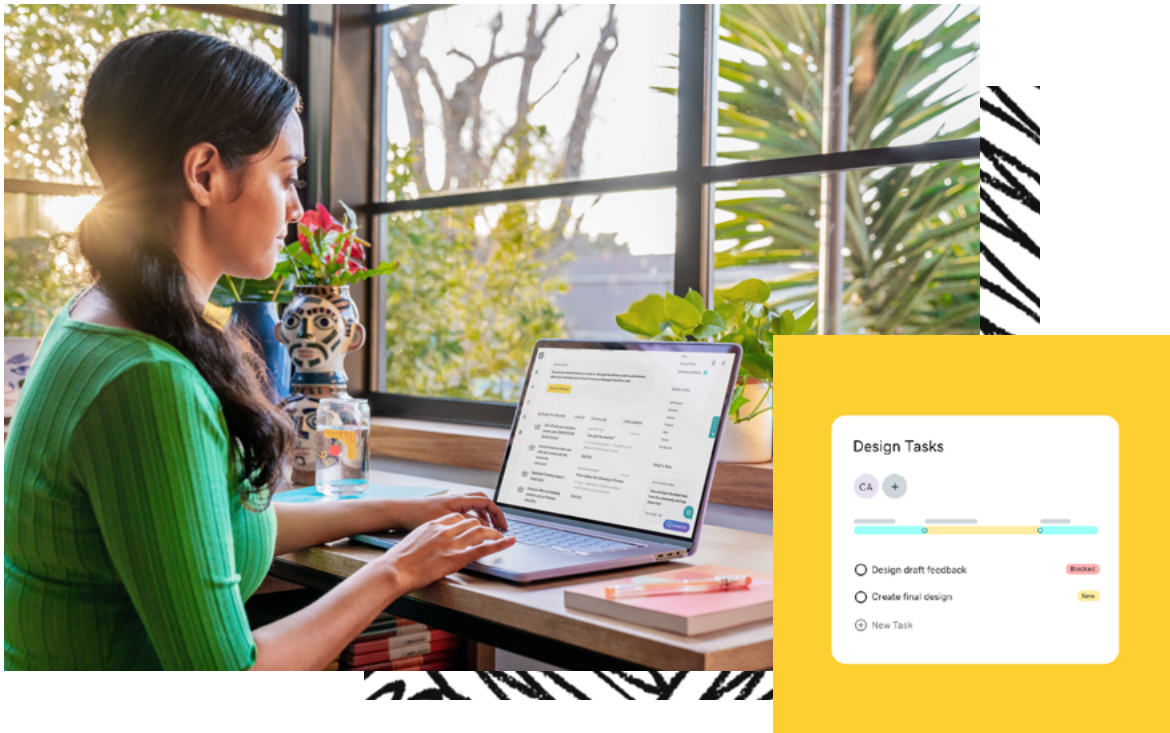
That also means coming up with a contingency plan to deal with emergencies or meet clients' needs and expectations when you're out of the office.

## — 05 **Ace the day-to-day tasks**

You're in charge of everything that goes on in your business. No one is there to look over your shoulder and make sure you're working or staying on top of deadlines.

That means you'll need the right tools and processes to maximize your productivity, improve collaboration with teams and clients, and save time on repetitive tasks. These are a few proven methods you can benefit from using:

- Create a to-do list for each project.
- Track the time you spend working for each client.
- Invest in ways to import that tracked time to your invoicing or billing service.



Look at the services and tasks you offer and establish consistent processes for each task. This could involve creating checklists for the following:

- Designing a new website
- Pre-launch cleanup
- Post-launch testing and approval
- Daily, weekly or monthly tasks around tracking, reporting or bookkeeping

As a web designer, you may also want to spend some time creating templates for client proposals, contracts, commonly sent emails and client questionnaires.

Doing so will speed up the process and help you get down to business faster when onboarding new clients or taking on new projects.

If that sounds like a lot of paperwork, you're right – it is! But taking care of all the legal and administrative requirements early on will make running your business much easier in the future.

#### Pro Tip

### Meet the 27-hour day

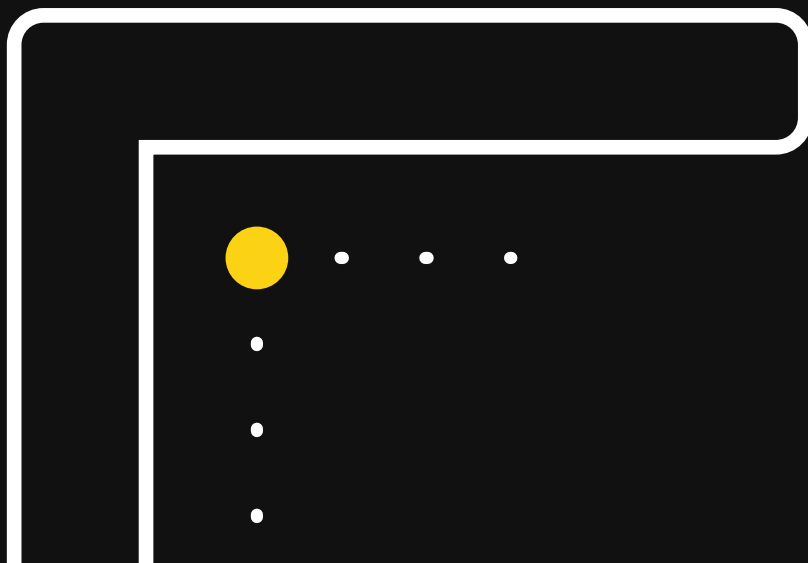
Don't fumble with login credentials, running endless updates, or lost communication. The Hub from GoDaddy Pro saves you an average three hours per month for every client site you maintain.

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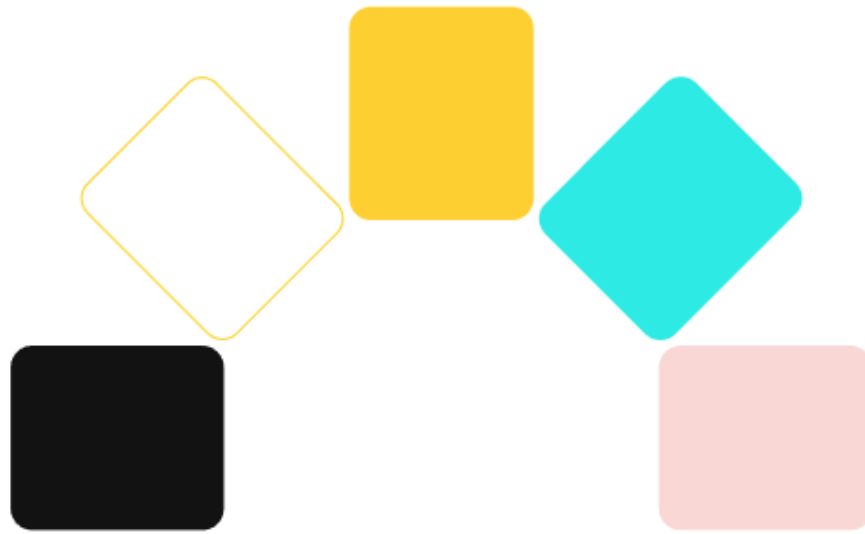


# Step 6:

# Craft Your Brand







## **Craft a brand that stands out.**

Your business isn't just an idea – it's an entity with its own personality, values, and mission. These are the foundations of your brand. And your brand is what people remember most.

It's what drives them to work with you when they need a new website or want to revamp their existing design.

The challenge is in making your brand stand out from other web design services.



A creative logo and color scheme are the foundational elements of your brand, but beyond that, it's about the messaging that connects you to your target audience and affects buying behavior.

Let your “voice” represent your values, your strengths, your style.

Think about what you want to convey. Do you want to create a brand that's young and trendy, or mature and experienced? Do you picture your company as serious or whimsical? Will you provide luxury services or an economical alternative?

All of these questions will help you narrow down your voice and will make establishing how you'll communicate with web design clients easier.

Remember, your brand is a story. It's as unique as you are.

It's what helps you stand out from your competition.

When you're trying to tell a story, make it as compelling as you can. Make clients want to hire you over your competitors. That means putting yourself in their shoes.

While your prospective clients may never ask you these questions aloud, they want to know:

- Why should I hire you instead of your competitor?
- What makes you a better solution?
- Why should I hire a solo freelancer/new entrepreneur rather than an established agency?

Coming up with the answers to these questions will help you establish your unique selling proposition (USP). This is what makes your company more attractive to prospective clients and encourages them to choose you over other web designers.

**Remember, your brand is a story.  
It's as unique as you are.**

## Don't forget to market yourself!

### TIP:

Look at in-person and digital networking events

Once you have your brand nailed down, you'll want to put it to work. While you may want to create tangible branded items like business cards, flyers, and brochures to distribute during networking and in-person events, you'll also want to look at more digital measures to market yourself.

During the recent pandemic, many networking events had moved to an online-only format. As a result, many designers and web designers had to get creative with contactless ways to make contact with potential clients. Some ways to make those connections can include creating a blog and updating it regularly, posting in LinkedIn groups, or serving up on-brand Instagram posts that show your best work.

As businesses and organizations resume in-person meet-ups, there may be more opportunities to meet with prospects and fellow professionals in person. However, many industries have seen the value of expanding remote networking



opportunities, so those in-person events may be balanced alongside virtual meet-ups.

With that in mind, regardless of whether you create digital or physical marketing materials, keep everything consistent across each product you distribute. That means using the same colors, fonts and logo designs whenever possible.

This way, your clients and others in the community will recognize your brand at a glance. The more you can build your brand recognition, the easier it will be to attract new business.

## **Building Your Business Website & Developing a Social Media Presence**

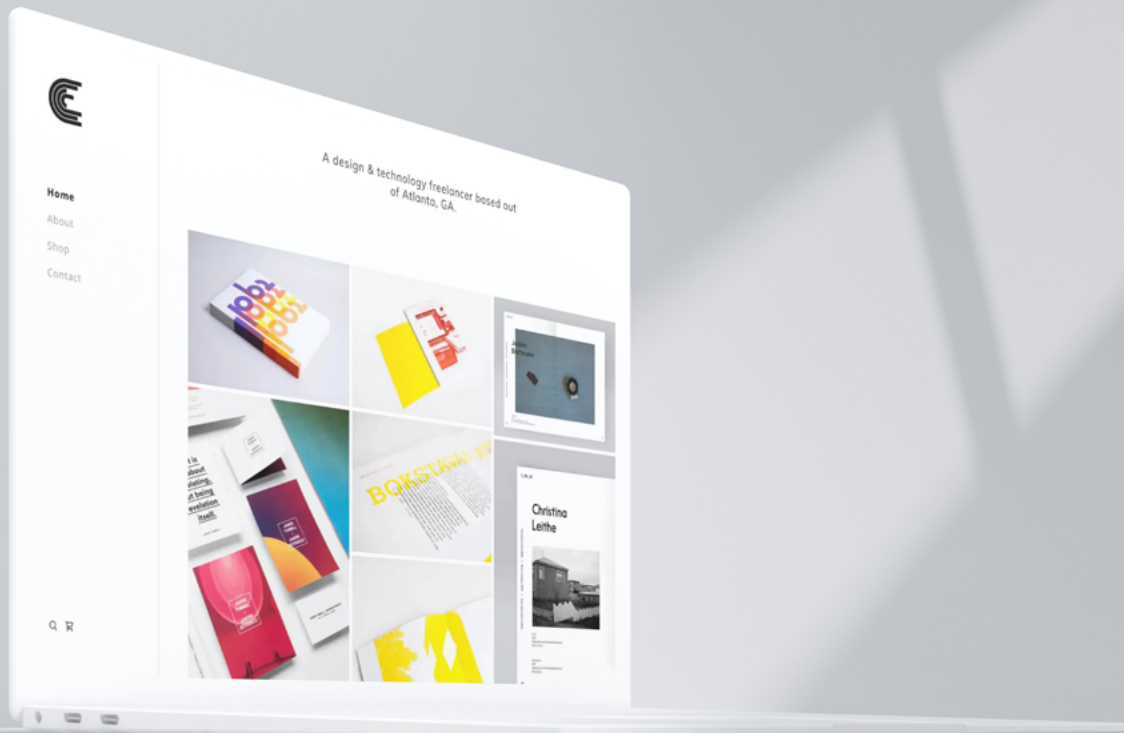


You're a web designer. And that means people expect you to be great at building websites and helping businesses establish a solid online presence.

There's no better way to showcase your work than with a website and social media presence of your own!

### **Create a website**

Your first step should be creating a website that shows off your work and explains the skills you bring to the table.



Use the website to explain the types of services you offer, the value you'll provide to clients, and the customer experience you'll deliver. You'll also need to develop a portfolio page that will allow prospective clients to gauge the quality of your work.

At minimum, your site should include:

- Your story
- Contact information
- Services provided
- Portfolio
- Testimonials or success stories
- A free download that helps you acquire contacts for your mailing list



Include details about any certifications or specialized training you have. Make sure viewers know that you are, indeed, trained and have experience and skills that they can use. Show how you stand out from the hobbyist crowd and explain your background in detail.

### **Take time to build your portfolio**

Past web design projects are the perfect items to show off in your portfolio. But what if you don't have much in the way of experience or don't have pieces you can showcase?

It's easy – just create a few samples on your own. It doesn't matter that you didn't produce those samples for clients. All you need to do is show people what you're capable of.

### **Get active on social media**

Social media is one of the most effective ways to engage with past, current, and prospective clients quickly. Use this to your advantage.

Set up social media accounts across the platforms that your target audience uses most. Typically, this will involve Facebook, Twitter, LinkedIn, and Instagram. But you may decide that other platforms will help you reach your customers more effectively.

Decide if you want those accounts separate from your personal accounts and get posting!



## Drive traffic to your website

Great website design helps customers decide to hire you. But you'll still have to use tools outside of your web design skill set to drive customers to your website in the first place.

Getting potential customers to your site requires a marketing strategy. Use tools such as [Google AdWords](#), [Facebook ads](#), and [email marketing](#) to raise awareness about your business and products.

Building a thriving web presence takes time. But as long as you follow through and create a website that speaks to your skills and get active on social media, you'll set yourself up for success.

# **Step 7:**

## **Create Templates to Sign Future Clients**





## Create your proposal and contract templates.

One of the most important things to remember when creating a web design business is that it's always best to be over-prepared in the beginning. Doing so will keep you from making more work for yourself.

One of the most important things to remember when creating a web design business is that it's always best to be over-prepared in the beginning. Doing so will keep you from making more work for yourself.

So, what does that preparation look like? It looks like creating proposal and contract templates before you go after your first client and taking the time to make sure the client is a good fit for the services you provide.

## **Do the pre-work to confirm client fit**

Before proposing work for a prospective client, additional [pre-work](#) can help you minimize re-work, avoid gifting clients with “free” work, and steer clear of projects that are not a good fit for you.

That pre-work includes recon on your part. Look for answers to these questions:

- Does the prospective client have an existing site?
- Where is it hosted?
- Is their business model ethical?





You'll also want to ensure prospective clients have a solid grasp of key factors involved in developing a successful web design for them, including purpose, measurable objectives, realistic budget/cost/schedule

expectations, and the site's intended audiences.

Once you've made sure the client is the right fit for web design skills, you're ready to start the preliminary costing phase.



**Proposals and contracts are your opportunity to show clients why you're better than other web designers and why you're worth the prices you charge.**

## **How to determine preliminary costing**

What is [preliminary costing](#)? It's the initial price estimate for the project based on the scope of work the client requests and the amount of effort it will take you to complete.

Preliminary costing is not set in stone. Instead, it's a loose guide to give both you and the client an idea of how much certain projects will cost so the client can determine if it's something they can afford. From there, you can decide if it's worth the investment of your time.

Preliminary costing is broken into four main categories:

### **Estimates**

Estimates provide a general idea of whether the services can be delivered within budget in the client's required timeframe – and are offered with the understanding that details could change as more is learned about the project's requirements.

## Quotes

Quotes are more formal than estimates. They provide a fixed price constrained by a limited valid timeframe. If clients don't agree to the quote within that timeframe, you're free to raise prices.

## Bids

Bids provide documented responses to a set of well-defined specifications. The client gives the details about their project and opens it up to several web design companies that give their best bid. The client then chooses the designer that offers the best value for their money.

## Proposals

Proposals deliver a comprehensive, detailed document, and are perfect for letting you outshine the competition. It's your opportunity to show clients why you're better than other web designers and why you're worth the prices you charge.

**Efficiently deliver better results.** When you use the Hub from GoDaddy Pro, suddenly there's more time in your day. Forget about juggling admin tasks. Reclaim your time and use it to make clients feel like the center of your universe.

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# Negotiating and Creating a Contract for You and Your Clients

Once you have a general understanding of what projects will cost, you'll need to negotiate with clients and settle on a contract.

## **Negotiating with the potential client**

With negotiations during preliminary costing, you can expect clients to request additional services or contest the prices you charge. It's up to you to strike a balance with the client. Remember, if they're unwilling to accept the prices you think are fair, it's okay to turn down the project.

But if they accept your estimates or agree to your proposal, you'll want to create a contract.

## **Create a contract that protects both you and your clients**

A web design contract protects you, your time, your bottom line, and your sanity.

As with any contract, a web design contract defines the business and legal relationship between you and your client, as well as the personal relationship concerning business practices, communication, and interactions.

Legally, it's a mutually binding agreement, where each party makes commitments around deliverables and compensation for the work to create them. If either party fails to meet its commitments, the contract becomes the basis for possible legal action.

There's no one-size-fits-all solution, and the web development agreement that's right for you won't be right for others. Contracts are critical in:

- Specifying a clear scope of promised deliverables
- Making sure you get paid
- Describing each party's role in the process, including actions, confidentiality, and consequences of not fulfilling that role
- Clarifying who owns the work after delivery
- Mitigating common "what if this happens" scenarios
- Explaining post-delivery activities, in terms of changes, warranties and liabilities
- Protecting yourself in the event of exceptions
- Creating a helpful reference document for later
- Setting the stage for a successful relationship

Developing your own contract from scratch can be time-consuming, and you may forget something important. Then again, paying someone else to create your custom contract can get expensive. One compromise solution is to start with finding a free, customizable web design contract template, but it is always best practice to consult a lawyer.

## **14 Project Estimate Mistakes To Avoid**

Whether it's by email, by phone or through your website, it's exciting when someone new reaches out to inquire about working with you on a new project — even more so when the project sounds interesting. Often, designers get overly ambitious at this stage and rush into creating a project estimate to wow the prospect and show them how much they care.

Rushing can end up backfiring on you and might even cost you that client. But that's only one of the mistakes you can make when you're first starting out in the web design business.

These 14 project estimate mistakes are ones you should avoid whenever possible.

— 01 **Not speaking to the client first**

When you speak to the client, whether on the phone, in person or on video chat, you're able to ask questions to vet both the client and the project. This helps you more accurately prepare an estimate and ensures that you have the answers to your questions before you start the planning process resulting in less reworking in the future.

— 02 **Not knowing your minimum hourly rate**

Your best guess isn't the best way to price your services for each project. Instead, you'll need to calculate your minimum hourly rate by looking at your overhead expenses, total billable hours, expectations for days off, and the overall cost of doing business.

— 03 **Not accounting for profit**

When you're estimating new projects, you can't simply price the scope of work based on the number of hours it will take to complete and the expenses



you have. You need to make sure the price is high enough that you're making a profit, not just making ends meet.

— 04 **Not accounting for additional expenses**

Occasionally projects will require the purchase of specific materials, tools, plugins, or solutions. If you will be purchasing or securing any of these items on behalf of your client, you must account for these expenses up front in your project estimate or require your client to purchase them for you prior to starting the project.

— 05 **Not scoping projects correctly**

Before you give a client an estimate, you need to make sure you understand exactly how much work is involved, what work you'll include in the price, the general timelines associated with the project, and what the process will be. Take your time, set expectations, and outline the scope of each project so you can compile an accurate estimate.

— 06 **Not providing package options**

The ultimate goal is to win clients over, but if you're only providing one proposed option with one price, you're making it easy for them to compare the cost of your services with those from other web design businesses. Instead, provide several tiers with

corresponding pricing. When you offer a “getting started” option, a mid-tier option and an “all-in” option with prices set accordingly, you’ll make it harder for clients to compare your prices directly and can even make it seem like they’re getting a better deal by paying for the higher-level package.

#### — 07 **Not including terms and conditions**

In every client agreement, estimate or proposal you send, you must include clear terms and conditions that set expectations, explain how things work, and what happens if things go south. Don’t leave out the payment, technical, or legal terms because they sound scary or might make your estimate feel too long – it’s essential information for your contract!

#### — 08 **Not standing firm**

Clients will ask you to change something about your process, the way you do business or your contract to better fit the way they work. Don’t give into their pressure – you know your business and the terms and conditions in your contract are there for a reason.

— 09 **Not making the proposal a marketing piece**

The proposal you give your client will be distributed to others in the decision-making process. That means you'll need to make the proposal a marketing piece that sells others on your web design company, not just on the project. Think of it as your best tool to help close the sale.

— 10 **Not making the prospect a priority**

It's normal for web designers to have more than one project on their plates at any given time but that doesn't mean clients will understand that you're busy. You'll need to make each proposal and subsequent project a priority and provide estimates quickly. When you show clients that you value them and care about their projects, they'll be more likely to agree to your terms and pricing.

— 11 **Not making it easy to get started**

One of the best things you can do for prospective clients is to make it easy for them to sign paperwork, send details, and communicate with your team. online software and tools that allow you to send a proposal or estimate, track its activity and allow the client to accept, sign, and pay the deposit electronically.



## — 12 **Not making it easy to pay**

You need to get paid and clients want to pay you for your work. However, making it hard for them to pay you in the first place will make the process take longer and feel more frustrating for both parties. Instead, offer options for payment terms (full payment, payment plan, retainer) and give them several options to make those payments (check, bank transfer, credit card or PayPal).

— 13 **Not catching typos and errors**

When you're using proposal and contract templates, it's easy to goof up and leave your previous clients' information in certain fields or accidentally introduce typos because you're rushing to get things done. Get in the habit of reading through your proposals and double-checking for typos before you send anything to your prospective client – you'll look more professional and they'll feel more confident in working with you.

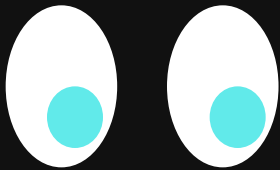
— 14 **Not following up**

One of the worst mistakes you can make is to send a proposal without following up with the prospective client. When you send the proposal, let them know that you're available to answer questions and tell them that if you don't hear back by a certain date, you will follow up with them. This will keep prospects from falling through the cracks and increases the likelihood that you'll get more business.

By avoiding these mistakes, you'll be better able to win over clients and increase your business year after year.

# **Step 8:**

# **How to Find Web Design Clients**





## **Strategize to find your web design clients.**

When you're getting your web design business up and running, it's normal to feel like clients are hiding from you. Luckily, that's far from the truth. In fact, clients are waiting to be served.

You just have to find them.



And that means leveraging your existing connections and creating a solid marketing strategy that helps you locate those clients in the first place.

### **Don't hesitate to ask for referrals**

The best place to look for new clients is by starting with the ones you've already worked with. If they were happy with the websites you created, and you feel that you have a good relationship with them, don't hesitate to ask for referrals.

Ask if they know of any other businesses or individuals that can benefit from your services. Connecting with local small and micro businesses can be a great way to build relationships — and your client roster. Often, smaller businesses are (to borrow a phrase from Lin-Manuel Miranda's *Hamilton*) “young, scrappy, and hungry” and have limited time to devote to tasks that don't directly pertain to their area of expertise. They may be eager to work with you to help them design and maintain their website in order to keep them focused on what they do best. This can be a great way to generate a steady revenue stream for your own business!

You can also use your personal connections to find new clients. Let your friends, family, and former coworkers know that you're looking for new clients. Many web designers end up finding a steady stream of new work and interesting projects through their personal network.



## **Market yourself the right way**

You'll want to market your business so it can reach your target audience. Make sure you're using your website and contributing new content regularly. Post on social media and engage with commenters on those accounts.

The more you can get your name in front of others, the easier it will be to find new work when you need it. If you market your web design business the right way, you'll almost never have to look for clients – instead, they'll come to you!

## Create a lead magnet

Building your email list and providing these contacts with valuable information without being asked is one of the best ways to attract new clients. And the best way to build your email list is to create a lead magnet.

So, what exactly is a lead magnet?

It's an item of value that you can offer your target audience in exchange for their email address. Think small freebies like a checklist, a free download (\*cough\* like an Ebook \*cough\*), or an easy-to-use form. You'll get samples of your work out into the field and build your email list at the same time.

You can use that email list to create informative newsletters with helpful content that benefits your target clients. It will keep your business top-of-mind, so they'll automatically think of you when they need a web designer.

### TIP:

Your email list is one of the best ways to attract new clients



## Don't be afraid of job boards

Job boards can be a bit of a mixed bag. Some of the jobs you'll find will pay low rates, but others will offer truly competitive pay. Get in the habit of checking job boards (like Upwork and Fiverr, for example) daily when you're looking for work.

As soon as you find an opportunity that you're interested in, apply. Just remember not to settle for jobs that don't strike your interest or meet your income requirements.

### Pro Tip

## Find the Perfect Clients

Learn how to create a campaign to effectively reach more clients. We show you how in Chapter 3 of our comprehensive guide *How to Find Your Perfect Clients*.

[Learn More](#)



# 10 Uncommon Ways to Find More Web Design Leads

Those conventional ways of finding new web design clients are just the beginning. You can and should think outside the box if you want to get clients you can depend on.

Here are a few proven but unconventional ways to find more web design leads so you don't have to battle against the feast or famine cycle.

## — 01 **Teach everything you know**

Sharing your knowledge with those curious about web design is one of the best ways to build your reputation and attract new clients that might not be confident putting the skills you're teaching to use. By providing free courses, blog posts and educational videos, you'll showcase your skills and prove to prospective clients that you have the experience and knowledge they're looking for.

## — 02 **Create a gateway product**

Giving something away for free might seem like a questionable business practice, but it's often one of

the best ways to win your prospective clients' trust. Consider offering them valuable email courses, informative Ebooks, and tools to provide them with a solution they don't even know they're looking for. Just make sure the product is small enough to leave them wanting more – you don't want to give away everything you're able to do.

### — 03 **Start an email newsletter**

One of the best ways to share content and nurture prospects is by sending out an email newsletter on a consistent schedule. In exchange for receiving your best content in their inbox, clients are gifting you with their attention (and their email address). In return, you get to provide huge amounts of value that proves you're the right web designer for the job.

### — 04 **Become a podcast guest (or start your own)**

Podcasts are becoming more popular with people across the globe and they're a great way to showcase your expertise to prospective clients you might not otherwise identify or find. You can start your own podcast if you're willing to put the time in, but most web designers find it better to become a guest speaker on someone else's more established podcast. Just make sure to choose a podcast your target clients are already listening to and be ready to explain to each host how you'll add value to their show.







— 05 **Specialize in a particular service or niche**

Believe it or not, offering every type of service as a new web design company can actually cost you customers. Instead of trying to be a generalist, choose a niche – that means picking a few industries or focusing on a specific service for your marketing efforts. You'll attract a narrow client base at first, but you'll end up gaining more clients within that industry in the long run.

— 06 **Take advantage of your LinkedIn profile**

LinkedIn is more than just a social media platform – it's a place to connect with clients and increase your brand's visibility. Optimize your profile, update your portfolio on the site and reach out to connections you feel can benefit from your services and knowledge.

— 07 **Lean on past clients**

Your previous clients are almost always going to be your biggest source of leads and referrals, so use this to your advantage. Ask your clients for referrals after completing each project and follow up on the leads they give you. As long as you keep things professional and continue to put your current clients first, you should have no trouble getting referrals from the people and companies you already enjoy working with.

— 08 **Write detailed case studies showing how you help**

Much of your clients' success is the direct result of your web design services – use this to your advantage. Create detailed case studies that explain how you've helped your clients and outline the success those clients experienced from your service. When prospective clients can see that other business owners benefited from your efforts and have access to the numbers to back up those claims, they'll be more likely to turn to you for help.

— 09 **Partner with other freelancers**

You're a web designer by trade and that means you might not have every single skill that prospective clients are looking for. Rather than risk losing business, you may want to network and partner with other independent business owners or freelancers that offer services that complement yours. (Think copywriters, graphic designers, social media experts.) Taking this approach can help you to round out your services and better fulfill clients' needs.

— 10 **Start a side project**

Just because you're running a web design business doesn't mean you can't follow your passions and pursue side projects every once in a while – in fact, you should! By starting a side project, you'll be able

to do things that you're truly excited about, grow your skill set, and produce something that might benefit your clients down the line. It's okay if it doesn't earn you money.

Finding a steady stream of new clients and securing repeat customers is essential if you want to build a business that will withstand the test of time. These tips should help you get started.

But don't worry if each one doesn't resonate with your business. You'll figure out which client recruitment strategies work for you and your target market over time.

# **Step 9:**

## **How to Onboard Your New Clients**





## **Onboarding clients makes ramping up efficient.**

Once you attract new clients, you'll need to make sure they're on the same page with you and anyone else working on the project.

That means establishing a dependable onboarding method that will make ramping up for projects simple and efficient.

This process doesn't have to be unique to your company. If you have a process that worked at a previous employer, try to implement aspects of that process. If you don't want to replicate a process and would rather put your own stamp on things, make sure to follow these steps:

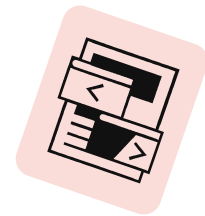
**TIP:**

Save everything related to each project.

**Save documents in a dedicated folder**

Before you start working on anything for your newest project, create a dedicated project management folder. You'll want to save everything relating to that project including the following:

- Your scope of work agreement
- The proposal
- Notes about the project
- Estimates
- Materials provided by the client



Once you start work on that project, you'll want to continue saving files in that folder for easy reference.

**Kickoff calls help you and your clients start off on the right foot.**

You'll stay better organized and won't have to worry about hunting down different components if clients have edits or request additional updates.

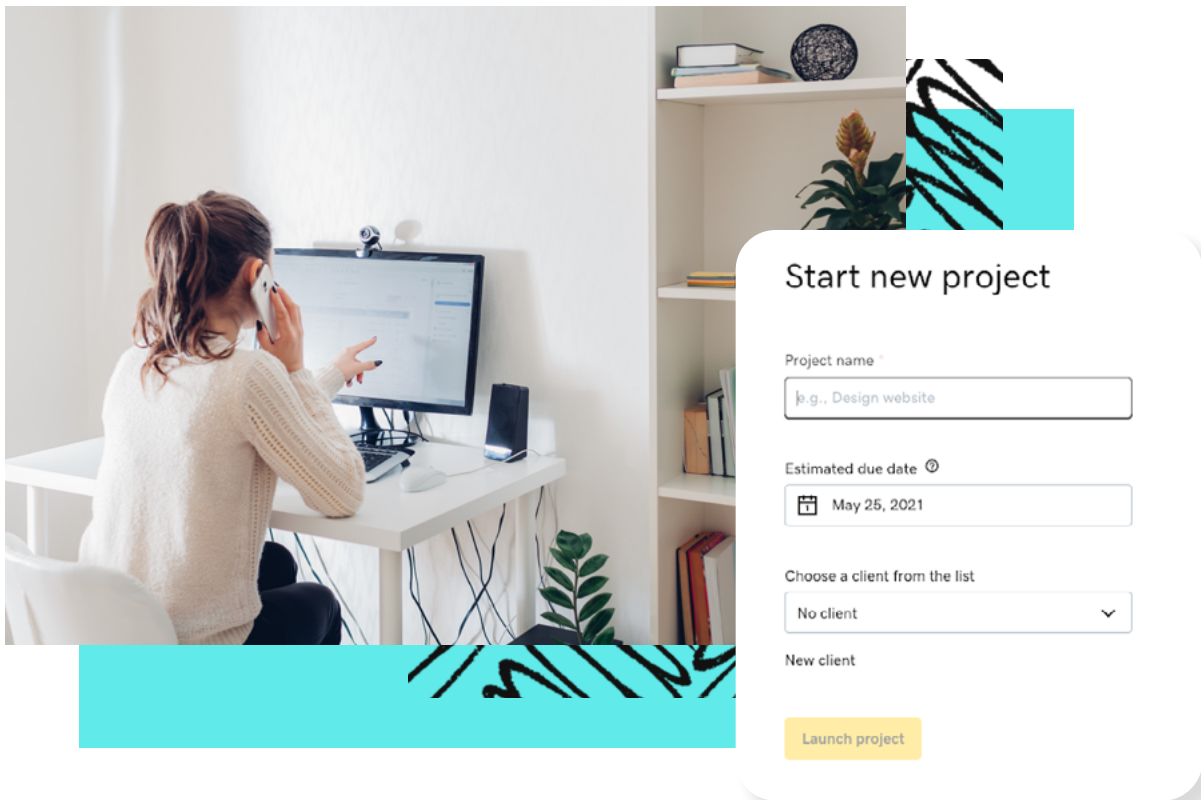
In addition to a dedicated project folder, you can also [create and manage projects within the Hub by GoDaddy Pro](#). This can be a centralized way to stay on top of client projects, add tasks, and due dates. [The Hub](#) makes it easy to rearrange and reorganize tasks in terms of priorities — what you have to do and what's been done.

### **Schedule a kickoff call with your client**

Before starting work, you'll want to schedule a kickoff call with your client's key stakeholder (the CEO, chief marketing specialist, project manager or whomever they appoint) and discuss the final process for the project. This will help both you and the client start off on the right foot, so you'll know exactly how to handle any suggestions, amended requests, revisions, and feedback.

The call doesn't have to be long – 30 minutes should be all you need.





## Hammer out expectations during the call

During that call, you'll want to discuss the things you need from the client to make the project happen and explain what the client can expect from you every step of the way. That means covering topics like:

- The project's timeline
- Your creative process
- The milestones throughout the timeline
- How you'll accept feedback
- The number and frequency of progress calls/emails
- How to use your project management software

By covering these key things, you'll know that the client has all the necessary information to help you stay on track and respond to any concerns that pop up throughout the project.

## **Send a welcome questionnaire**

The welcome questionnaire is your opportunity to communicate how the client can reach you, while also giving you the opportunity to ask a few last-minute questions before you start working on the project. These might include:

- Documents they need to upload
- Any remaining details you need
- Login credentials for websites

Give clients time to respond to those questionnaires but make sure they know exactly how long they have to give you the information. If you don't receive it by that date, follow up with them so you can start working on the project.

## **Come up with the creative brief**

Think of the creative brief as your outline for the project. It should include these details:

- Website name
- Problems to solve
- Summary of the project
- Goals for the project
- Start date for work
- Client's target audience
- Projected completion date
- Milestones and estimated due dates
- Items to deliver (logos, color codes, etc.)

Send the brief to the client before you begin work and get them to approve everything first. Assuming they do, place the brief in your dedicated project folder and start working through the tasks.

By taking the time to onboard clients, you'll decrease frustrations and simplify the work process throughout the entire project. When you have an organized workflow and clients know what to expect, you'll be better able to complete projects on time every time.

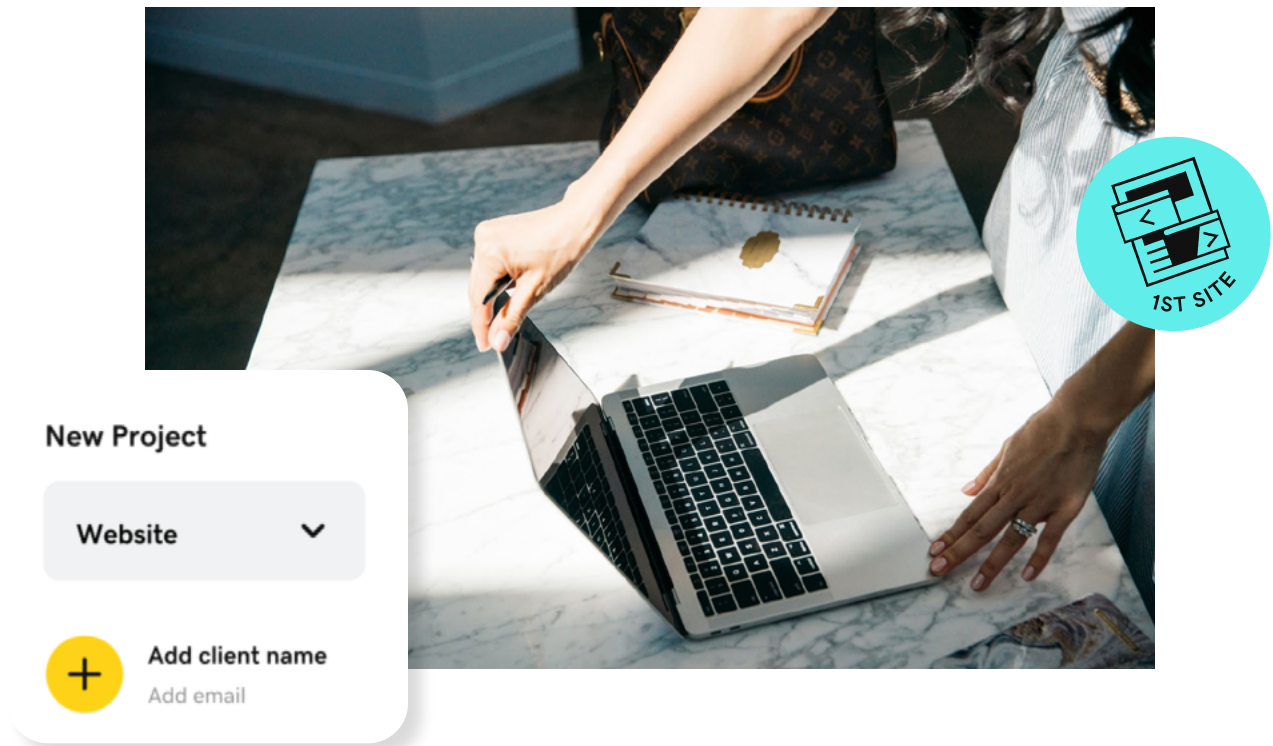
**Start by taking your day back.** The Hub by GoDaddy Pro was built to save you time. Lots of time. Our members report saving an average three hours each month for every client website they maintain.

Sign up for Free

# **Step 10:**

## **Tools to Help Manage Your Web Design Business**





## Tools help you manage tasks and communication.

As we've said throughout this Ebook, you're in charge of everything when opening a web design business.

That means you'll need to figure out ways to manage your clients' projects, communicate with them, and make sure you're able to take care of any routine maintenance tasks that clients send your way.

Though it's possible to take care of those things manually, doing so is time consuming. That's why there are tons of resources and tools web designers can use to simplify the process. Keep in mind that these are just a few suggestions.

Following are a few tools to consider. Remember: What will work best for your business may be different. The types of tools you use might even change over time as your company grows. These tools and resources should get you started.

#### — 01 **Project and workflow management programs**

There are a number of programs that make organizing projects into comprehensive task lists a breeze. [The Hub by GoDaddy Pro](#) can help you keep tabs on multiple clients, all active projects, and the various tasks associated with each. Using The Hub, you're able to upload client information and detailed briefs to the programs, assign tasks to different people, and stay up-to-date on all changes or progress anytime you log in.

You'll still have to do work outside of the program, but you'll be better able to organize, update and monitor progress from a central hub.

## — 02 **Website mockup tools**

Mockups are the best way to show clients how their sites will look once you're done designing them. The mockups don't have to be completely polished or finished – they just need to give clients an idea of what they can expect. Sketch, Adobe XD, InVision Studio, Figma, and Whimsical are great programs that allow you to develop different prototypes and work with different themes quickly.

## — 03 **Website feedback tools**

Getting client feedback promptly makes taking care of edits on the fly easier and can improve satisfaction rates overall. Tools like Proto.io, Helio, and MockFlow all make getting that feedback simple. You'll be able to share the site with clients and get usability feedback from experienced testers all in one place.

The key is choosing a plan that fits your budget and your needs. Before you decide on a program, take the time to use the demo version and make sure it works for your business. That way, you won't get stuck paying for an expensive subscription that won't benefit your business.



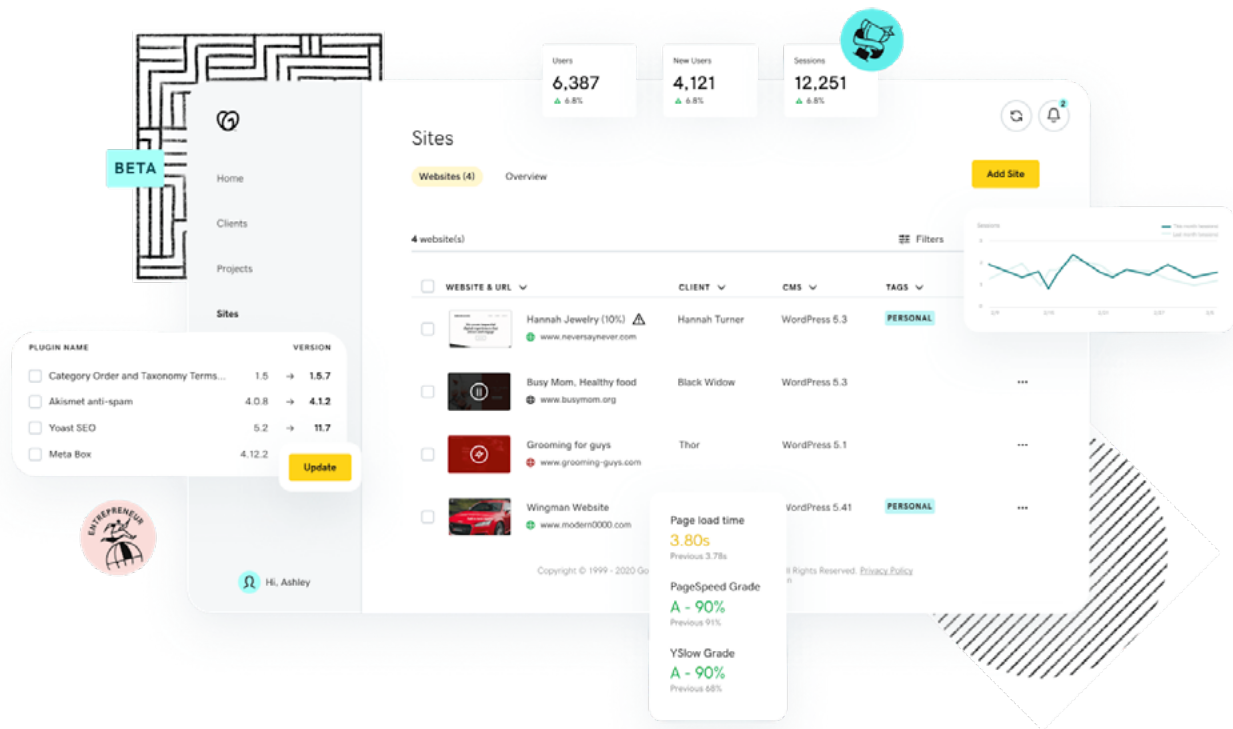
#### — 04 **Accounting and time tracking programs**

As a business owner, you'll need to manage accounting, invoicing and time tracking every day. Programs like QuickBooks and FreeAgent are great accounting tools for small and mid-size web design companies, so they'll grow with your business without issue.

For time tracking, services like Harvest and Toggle Track are easy to use and make tracking time for different clients and different tasks less of a hassle.

#### — 05 **Client relationship management platforms**

Customer relationship management (CRM) platforms help you keep track of client information, track individual sales and other such data. Systems like Zoho, HubSpot, and EngageBay offer great tools and free accounts for smaller companies. This makes them ideal if you're a sole proprietor or are only working with one or two other people.



## — 06 Integrated project management and collaboration dashboard

[The Hub by GoDaddy Pro](#) allows you to access multiple projects from a single dashboard and can even help you with hosting and maintenance on sites that aren't hosted by GoDaddy. It's an all-in-one platform that simplifies owning and operating a growing web design business.

## — 07 Other helpful tools

As you grow your business, you'll discover new and different tools that will help you grow your business. But using multiple tools and programs every day can become overly complicated as you acquire new clients and start offering new types of services. It's worth considering programs that allow you to access different tools from a central hub.

# Are You Ready to Start Your Web Design Business?





**If you've been dreaming of starting a web design business, there's never been a better time.**

The demand for new websites is growing by the day and, if you start now, you'll be able to enter the market and build a reputation for yourself before other web designers have the chance to start.

That doesn't mean you should quit your day job right this second.

It might take a few years before you'll be established enough and have the skills required to run and manage a thriving web design business. When in doubt, take it slow.

Take clients on a per-project basis and figure out how to be your own salesperson, bookkeeper, project manager and account coordinator without relying on your web design business as your sole source of income.

As you learn, you'll move from a state of confusion to a sense of accomplishment, from a state of exhaustion to exhilaration.

Take your time to absorb all that's covered here, make your plan, choose a starting point – and then go for it! You'll thank yourself for your hard work in the future.





“

**I knew the challenges and the potential to deliver client growth would keep me motivated.**

[Ryon Gross](#)

Owner of Local Leap Marketing

Ryon Gross owns and operates Local Leap Marketing based in Allen, TX.

For more than 20 years, he and his team have provided clients with high-quality web design, site management, and SEO services focused on helping clients increase their reach and build their presence on the web. They've achieved success by putting the clients

first and using the right tools and resources to make their daily tasks easier.

Gross has used GoDaddy for almost 10 years and believes that GoDaddy Pro allows his team to provide more value to their clients whether they have an in-house marketing team overseeing some components or are relying on their web design company.

# Discover the Hub to level up your business

Learn how GoDaddy Pro can help you expand your time and build your business. Sign up now and manage your websites for free.

Discover the Hub

