

Brief

Keywords: "website design company hong kong / web designer / hong kong website design"

Title/Topic: Write an article about 'tips for choosing the right web design company in Hong Kong' > ask for referrals, check their website, ask for samples of past work, know their process, consider experience, ask about pricing, are they aware of new trends, do they have SEO and SMM experience, get proposals, etc. Please mention Boss Digital experience in website design and development (including mobile websites and apps) and other digital services they can bring to your company (social media and search engine management, banner advertising, and more.)

Reference:

<http://www.greenhostit.com/green-blog/95-site-design/299-choosing-web-designer>

<http://www.gsinc.co.uk/articles/choosing-web-design-company.htm>

Boss Digital's selling point: A full service Digital Agency with a team of ADMA certified digital marketing strategists, web designers and developers. Boss Digital are experts in online marketing and have a proven track record to boost website traffic, build brand awareness and positioning, improve search engine rankings, bring in quality leads, and increase sales within budget.

Choosing the right web design company – for your business

In this digital age, a company's website often plays a crucial role – it can be their means of generating revenue. This is why choosing a web design company is key and knowing how to pick the right one, is essential.

Looking for a **web designer** with confidence can be tricky, especially if you do not have web design experience yourself. Fear not. You wouldn't be afraid of purchasing a car if you weren't a mechanic would you? All you have to do is your homework.

In order to get the best outcome, your **web designer** should take your business seriously. For them to do this, they have to understand your business. In order for them to understand your business, it helps if they have experience of your industry or, in designing similar websites e.g. ecommerce. So, you should ask about previous work and see actual examples. A savvy **web designer** may even offer you references from previous clients.

Another factor to consider is pricing. It would be bad practice to spend beyond your budget but more importantly, it's worth being aware that it is common for costs to creep. You may be unable to know all the intricacies of your future website upfront but what you do need to know upfront is the web designer's pricing structure. As reassuring as hearing "*don't worry we will work within your budget*" is, don't be fooled.

There isn't much point of having a website if you do not have web presence. What is the difference? You may be able to direct people to your website by giving them the link but really, you want virtual footfall and this means, ranking high in search engine results. This is why it is also important to find out how much experience your **web designer** has had with SEO and it is even more important that you validate their skills – do a search for him/her – if the web designer's services do not appear very high in your results, herein lies your answer. However, having highlighted the importance of SEO it doesn't have to be a deal breaker - it is easy to add an SEO specialist into the collaborative mix.

It is all very well having a brand shiny new website but what happens afterwards? Do you and your web designer shake hands and part ways? More often than not, websites need updating and it is not impossible to face problems after they have gone live. So, you should find out what sort of after support is provided.

When it comes to a **website design company Hong Kong**, Boss Digital has over a decade of experience in website design and development. They are a full service digital agency which means that they have experts working together to create the best solution for you. You will be hard pressed to find a **website design company Hong Kong** who offer such a tailored service and, their expertise on generating business through social media, banner advertising, search engine management, and more, means that Boss Digital will deliver an end to end solution.