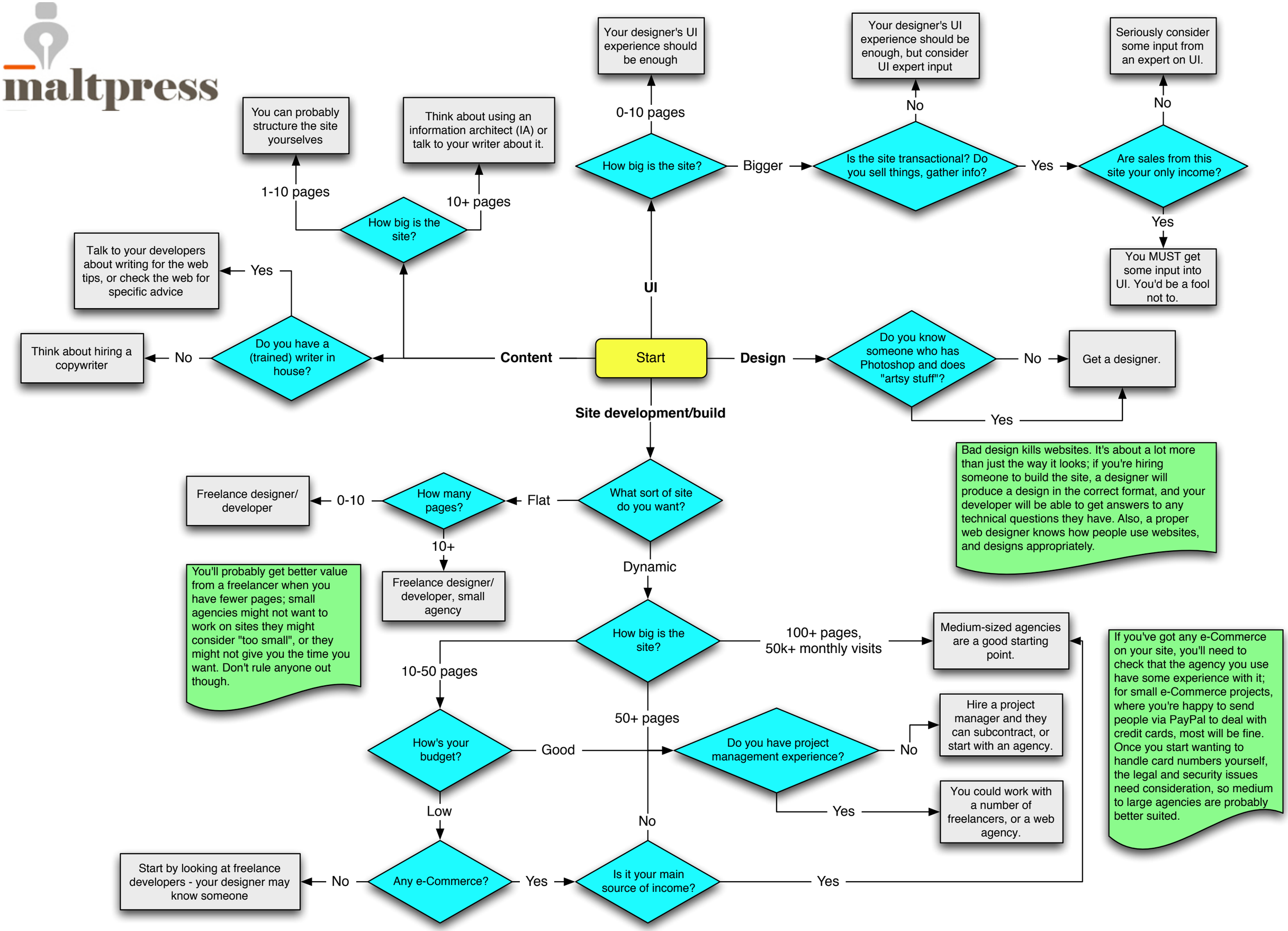
maltpress


Start
UI
Content
Design
Site development/build
How big is the site?
0-10 pages
Your designer's UI experience should be enough
Bigger
Is the site transactional? Do you sell things, gather info?
No
Your designer's UI experience should be enough, but consider UI expert input
Yes
Are sales from this site your only income?
No
Seriously consider some input from an expert on UI.
Yes
You MUST get some input into UI. You'd be a fool not to.
How big is the site?
1-10 pages
You can probably structure the site yourselves
10+ pages
Think about using an information architect (IA) or talk to your writer about it.
Do you have a (trained) writer in house?
Yes
Talk to your developers about writing for the web tips, or check the web for specific advice
No
Think about hiring a copywriter
Do you know someone who has Photoshop and does "artsy stuff"?
No
Get a designer.
Yes
Bad design kills websites. It's about a lot more than just the way it looks; if you're hiring someone to build the site, a designer will produce a design in the correct format, and your developer will be able to get answers to any technical questions they have. Also, a proper web designer knows how people use websites, and designs appropriately.
What sort of site do you want?
Flat
How many pages?
0-10
Freelance designer/ developer
10+
Freelance designer/ developer, small agency
You'll probably get better value from a freelancer when you have fewer pages; small agencies might not want to work on sites they might consider "too small", or they might not give you the time you want. Don't rule anyone out though.
Dynamic
How big is the site?
100+ pages, 50k+ monthly visits
Medium-sized agencies are a good starting point.
If you've got any e-Commerce on your site, you'll need to check that the agency you use have some experience with it; for small e-Commerce projects, where you're happy to send people via PayPal to deal with credit cards, most will be fine. Once you start wanting to handle card numbers yourself, the legal and security issues need consideration, so medium to large agencies are probably better suited.
10-50 pages
How's your budget?
Good
50+ pages
Do you have project management experience?
No
Hire a project manager and they can subcontract, or start with an agency.
Yes
You could work with a number of freelancers, or a web agency.
Low
Any e-Commerce?
No
Start by looking at freelance developers - your designer may know someone
Yes
No
Is it your main source of income?
Yes