



Hiring a Website Designer for E-Commerce: What You Need to Know

Submitted by:
iGex Solutions

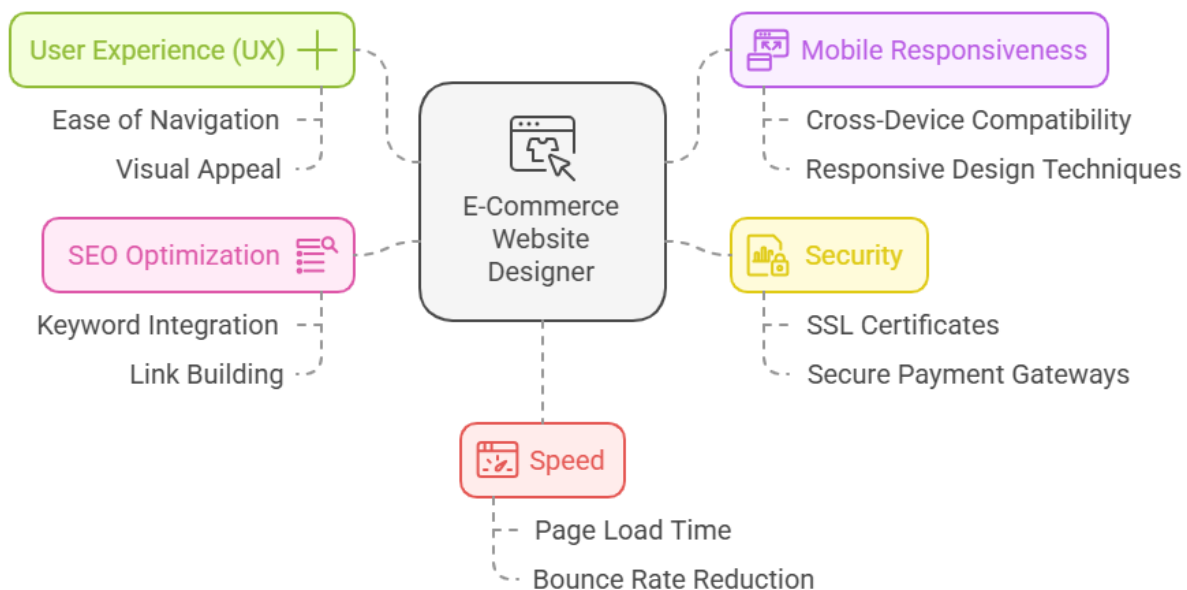


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More than ever, e-commerce plays a significant role in the current world that relies heavily on technology. Currently, thousands of companies are struggling to attract customers' attention; the better and more accessible the website is, the better. Every business, be it a new or old enterprise, should be sure to **hire a website designer** for your e-commerce website as they help increase revenue through sales and customer experience.

In this guide, you will learn all the things you must know when you are hiring a website designer for your e-commerce firm. Starting with the distinction between the different types of designers and the selection of a suitable professional, all the basic aspects of acquiring **professional web design services** and the advantages of offering dedicated web design services will be discussed.

1. The Importance of Hiring the Right Website Designer for E-Commerce



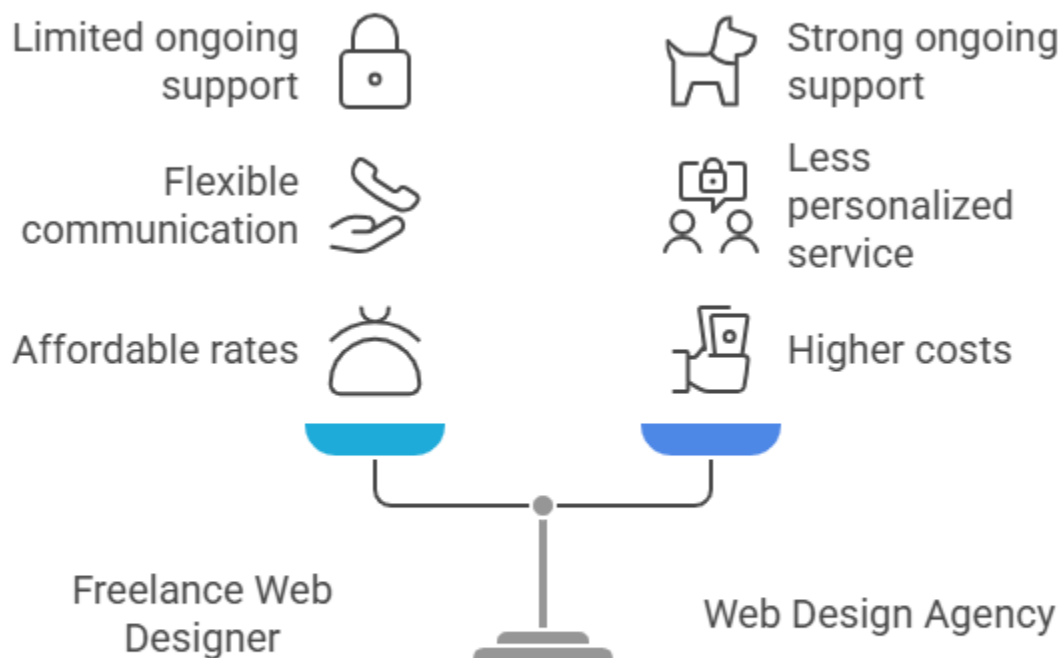
e-commerce sites are not only virtual shops; they have to be sales. The need for a well-crafted website is related to its ability to provide value for money to the user, improve their trust in the website and thus increase the level of business activity on the site. Conversely, inadequate design standards are shown to result in high bounce rates, dissatisfied customers, and total loss of sales.

When contracting a website designer for the e-commerce site, the main consideration is whether the particular designer in question has the skills to develop an effective and attractive user-centred, graphic, and functionality-focused website that is also conversion optimized. An experienced e-commerce website designer understands the intricacies of designing for online shopping platforms, including:

- **User experience (UX)**: This is so that visitors can see this website without any difficulties or difficulty browsing.

- **Mobile responsiveness:** Now that people are using all these different devices, how can we design a site that will combine all these?
- **Security:** Finally, implement SSL certificates, secure payment gateways, etc., so that customer data is secured.
- **SEO optimization:** Ensuring that search engines can spot the website.
- **Speed:** Designing a fast-loading website with minimum page load time that gives a reduction of bounce rates.

2. Freelance vs. Agency: Which Should You Choose?



Choose based on project needs and budget.

The first big decision to be made if you are searching for a website designer for your e-commerce business is whether you should be hiring a freelancer or a web design agency. That is why you would have to really weigh both of them properly.

Hiring a Freelance Web Designer

Everyone knows that if you employ freelance web designers, you will get your own personal, one-on-one attention to what you do. Often, they are experts on particular kinds of design and

development. Freelancers may offer lower costs compared to agencies, but they also come with certain risks:

- **Pros:**
 - More affordable rates.
 - Greater flexibility in communication and collaboration.
 - Direct access to the designer for quick updates or changes.
- **Cons:**
 - Limited availability and potential delays if the designer has multiple clients.
 - A smaller team may result in limited expertise (e.g., for large, complex e-commerce projects).
 - Freelancers may not offer ongoing support after the website goes live.

Hiring a Web Design Agency

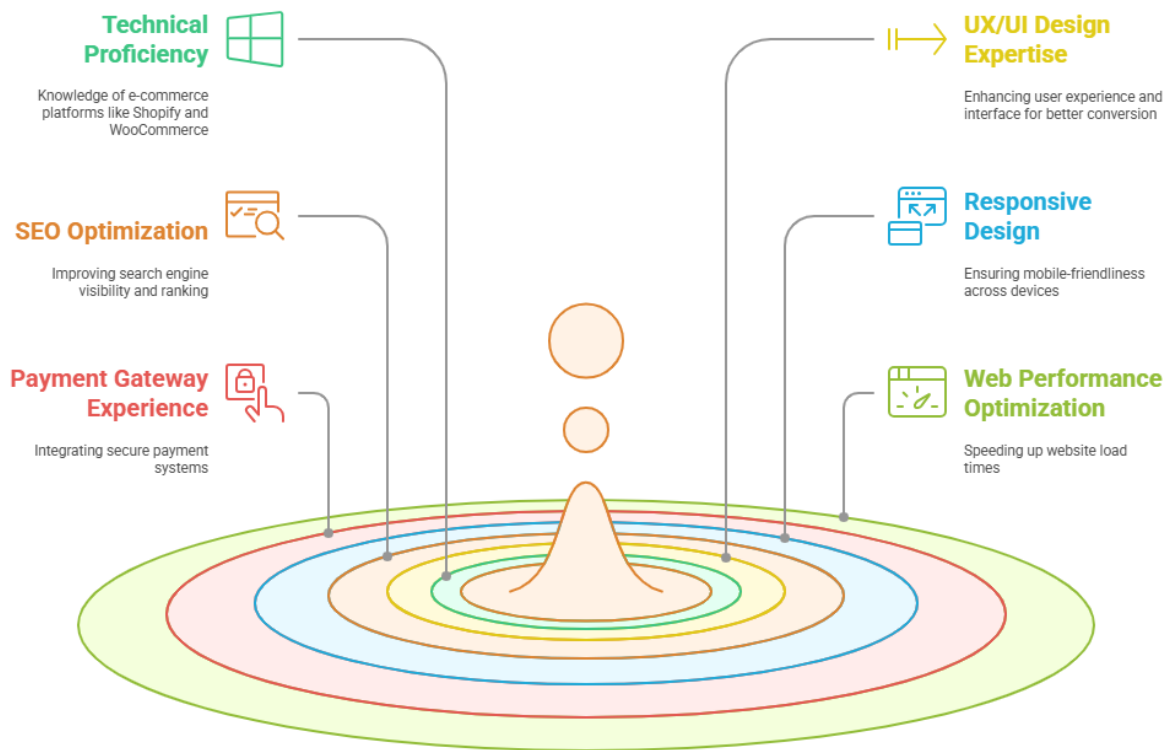
Web design agencies will typically be used for large or complex e-commerce projects since they have a designer, developer and project manager on the team. It enables them to offer a more comprehensive range of services and stronger ongoing support.

- **Pros:**
 - A dedicated team with diverse skills in design, development, and marketing.
 - Ongoing maintenance and support services.
 - Better capacity to handle large projects or those with tight timelines.
- **Cons:**
 - Higher costs due to overheads and the involvement of multiple team members.
 - Potential for less personalized service compared to working with a freelancer.

So, all in all, you'll have to decide which way you want to go, be it a freelancer or a full-blown e-commerce agency, depending on the above.

3. Skills to Look for in an E-Commerce Website Designer

E-Commerce Website Design Skills



You have to make sure you get the right skills in your design to create an e-commerce website – not all designers are equal. Here are some of the key skills and expertise to look for:

Technical Proficiency with E-Commerce Platforms

The ability to build e-commerce sites comes from the designer, and they must know how to make them on popular platforms such as **Shopify, WooCommerce, Magento and BigCommerce**. However, each has its uniqueness, so when picking a designer, they should already be familiar with the platform you are using.

UX/UI Design Expertise

A **professional website designer** should know how user experience (UX) and user interface (UI) work. E-commerce is very much about UX/UI because a great e-commerce site can profoundly impact conversion rates. However, a good designer should also be able to design product pages, shopping carts, or a navigation structure for their customers that motivates them to buy.

Learn More About [the Importance of UI/UX Design](#)

SEO Optimization Skills

SEO is an important part of how an e-commerce website does well on Google and other search engines. If you have a designer who can do SEO, they will know how to structure your site, how to fill it with great content and what metadata to use to make its search ranking better.

Learn more about [What is the Future of SEO in 2024? 8 Critical SEO Trends to Know](#)

Responsive and Mobile-First Design

Your e-commerce site should be mobile-friendly because more and more people shop on mobile devices. Any designer you hire should have worked on creating responsive websites that adjust to differing screen sizes to give a good user experience on desktop, tablet, or mobile device forms.

Experience with Payment Gateways and Security

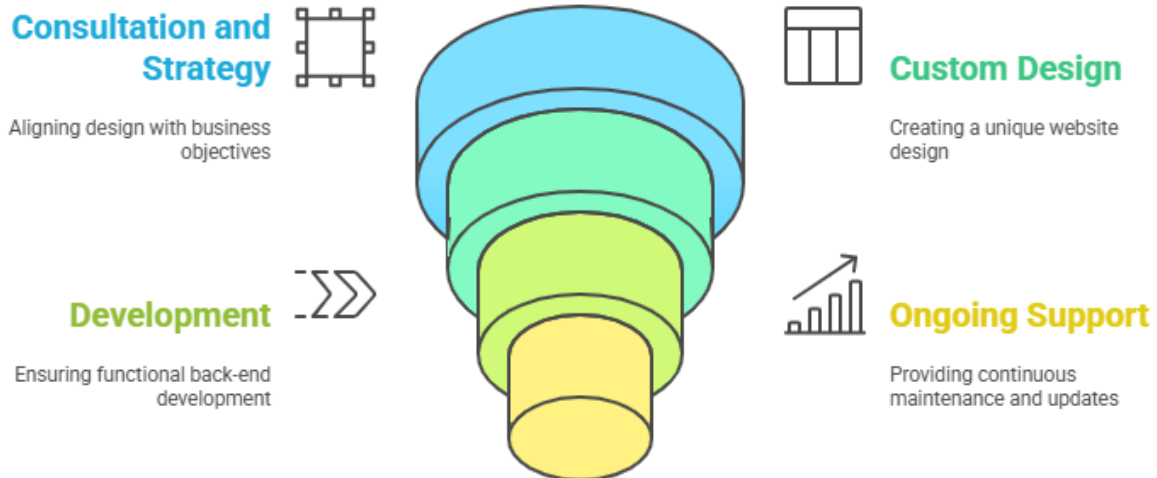
To facilitate ease and safety of payment, e-commerce websites need to integrate their secure payment gateways. The professional in question should also be aware of various payment processing systems and security measures (such as SSL certificates) that protect customer-sensitive data.

Web Performance Optimization

The speed of page load is a major factor in user experience and SEO. Compressing images, minifying code, and using caching techniques are things that a good designer can do so your website loads fast and doesn't overextend your resources.

4. What to Expect from Professional Web Design Services

E-commerce Web Design Process



When you hire a **professional website designer** for your e-commerce business, there are certain expectations you should have regarding the services and process:

Consultation and Strategy Development

The first thing that needs to be done is for a dedicated web designer to start the project by talking to you about your business goals, target audience, and any other specific requirements you have for your e-commerce website. They will help you with the design, functionality, and features of the website.

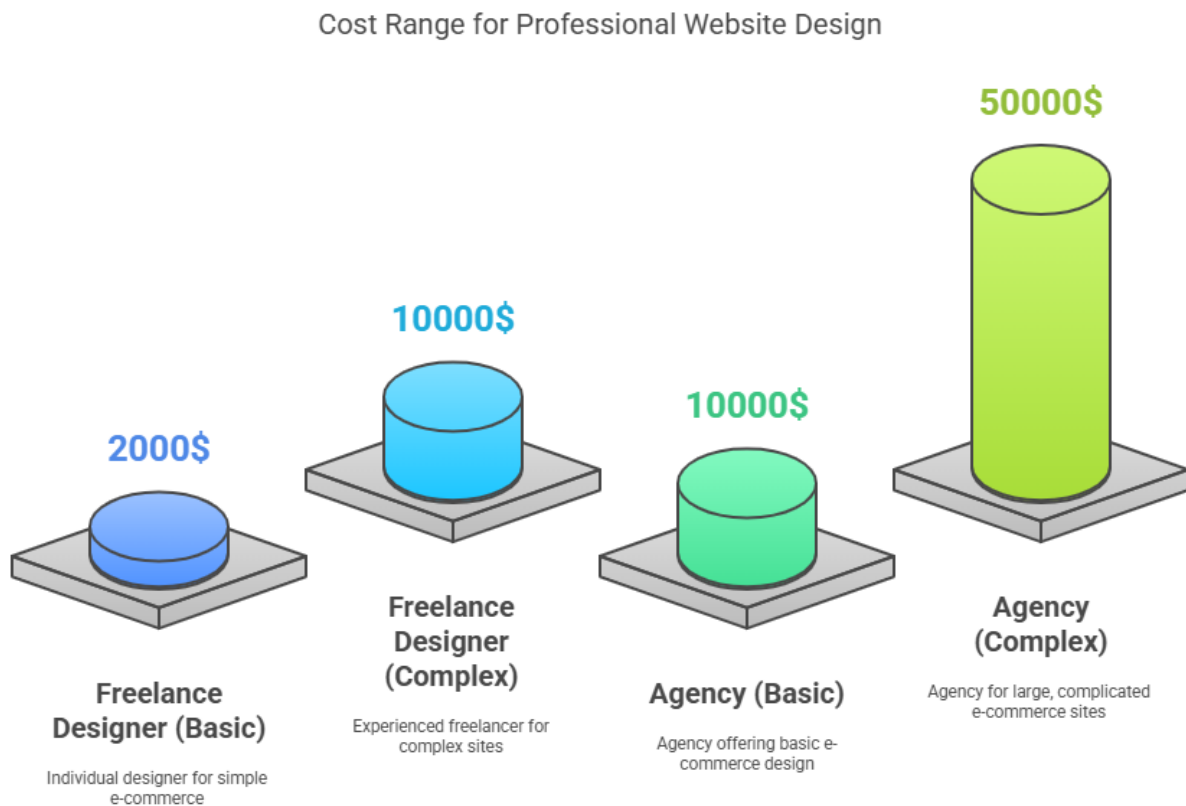
Custom Design and Development

Your website gets designed by a professional website designer who creates a unique and custom-designed one, as per your brand and intended business. You design the home page, product page(s), checkout, and whatever else is necessary. Secondly, they will also do the back-end development to make sure everything works fine.

Ongoing Support and Maintenance

Once your e-commerce website is live, your designer should be willing to service your site via ongoing support and maintenance. It may include fixing bugs, implementing new features, or updating content whenever needed. You'll need to discuss this aspect upfront — to make sure you have a support structure following the website launch.

5. Budgeting for a Professional Website Designer



When hiring a professional website designer for an e-commerce site, you can expect the costs to range from simple to complex, from an experienced website designer to a non-experienced website designer and an agency to an individual. Average rates for basic e-commerce sites, which freelance web designers can deliver themselves, range from **\$2k to \$10k**. Agencies cost anywhere from **\$10k to \$50k** or higher for bigger, more complicated sites.

Cost is definitely a big consideration, but you're investing in a critical part of your business. In the long run, quality design is worth it because it will increase conversions and customer loyalty. Before signing a contract, always get multiple quotes and be sure you know what you're being quoted on.

6. Final Thoughts: Choosing the Right Designer for Your E-Commerce Site

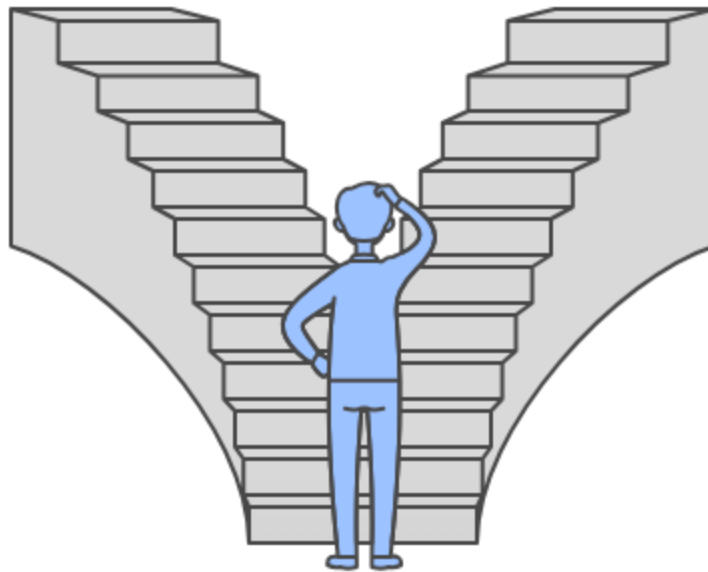
How to choose the right designer for your e-commerce site?

Design Agency

Offers a team with diverse skills and experience but may be more expensive.

Freelance Designer

Provides a personal touch and potentially lower costs but may lack comprehensive services.



Deciding to hire a website designer for your e-commerce business can affect how much you will sell online, your brand image, and how satisfied your customers are. So, whether you pick an agency or do freelance work with somebody on your own, be sure to seek someone with experience in e-commerce design, strong technical skills, and an understanding of the needs of your business.

Follow the steps you will read in this guide to hire a dedicated web designer who will build you a beautiful, working, user-friendly e-commerce site to help your business thrive online.

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