



**BOP** DESIGN

## Top 10 Web Design Questions Answered

*What every B2B marketer needs to know about creating a website*

## 1. What does a website cost?

Websites [can range greatly in price](#). Similar to buying a car, price is determined on what features you want and what you need it to accomplish. At Bop Design, we work with businesses that are serious about growth. Most of the websites we create cost between \$15,000 to \$40,000. This supplies businesses with a website that will last them at least 3-5 years and allows them to manage it internally.

## 2. Why is web design important?

A [well designed website](#) builds trust in your products/services, creates an exceptional user-experience, increases brand awareness, enables you to reach a broader audience of potential customers, and positively impacts your search engine rankings.

## 3. What is the best way to choose a web design firm?

There are many individuals and companies that claim they can build you a website. Unfortunately, not many can help build an [effective B2B website](#) that is easy to update. It's important to ask about the company's process and to check out their portfolio. Find out what team members are involved and ask about their experience. Payment options are also an important topic to discuss. Don't forget references!

## 4. How long does the web design process take and what are the steps?

The length of the [website design process](#) varies depending on the amount of pages and the desired functionality. Most of these website redesigns are completed within 16-20 weeks.

## 5. What is a sitemap and why is it important?

The sitemap is a [critical piece of every website](#), but it can cause a great deal of confusion. In a nutshell, the sitemap lays out the navigational structure of your new website. It includes parent pages (which show up in the navigation bar of your website), child pages, top links and bottom links.

## 6. Why is WordPress an effective content management system?

[WordPress](#) is a popular content management system (CMS) and blogging platform. At Bop Design, all of the websites we create are built out in WordPress. WordPress gives autonomy to our clients—once the website is complete, they can make updates themselves in the easy-to-use backend. Because of the many plugins that work with WordPress, it is possible to quickly add elegant functionality to your website.

## 7. What is user experience and why is it important?

[User experience \(UX\)](#) is how a visitor feels when navigating through a website. How visitors feel affects how they may respond physically (in terms of actions they may take), intellectually and emotionally. A good user experience engages visitors with the website content, creates a sense of trust, helps the user find the information they need, and encourages visitors to complete the desired actions.

## 8. What does a mobile-friendly site mean?

“[Mobile-friendly](#)” can mean a variety of things, including responsive design (see next question) or a simplified website that renders easily on smaller devices. Mobile-friendly development detects when users are visiting from a mobile device and loads the appropriate design. Google revealed that sites that are not mobile-friendly will be ranked below similar mobile-friendly websites (Yes, SEO is affected). This is due to the fact that sites that aren’t mobile-friendly create a poor user experience.

## 9. What is responsive web design?

[Responsive web design](#) is a popular form of design and development that restructures the appearance of a website depending on the type of device being used to visit it (e.g. desktop, mobile or tablet). It’s different from a separate mobile site as it keeps all your original design and content the same. Not only is it beneficial from a user experience, it’s also proven to increase search engine rankings and is the preferred development option by Google.

## 10. How can my website actually generate sales leads?

A website should be more than an online brochure; it needs to be a [lead generation and nurturing tool](#). Websites that generate quality sales leads have intuitive website design that guides a prospect toward a conversation with the sales team. A lead generating website should also have premium content to capture contact information and encourage newsletter sign-ups.

## Start your website project today!

Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.