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How to Choose the Right Web Design Company in Melbourne by [Saini](#)

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Almost all businesses are now aware of the need to have a prominent web presence. And it's safe to say that those that remain unaware will get the message within a few years when they are completely left behind. What many businesses still fail to understand however is that a web presence alone does not guarantee success. In fact, having the wrong web presence could actually do more harm than not having one at all.

It is for this reason that your choice of web design company is not one that you should take lightly. After all, when potential customers go looking for your business online, don't you want them to be greeted with an attractive professionally designed site? When looking for a great web design company, you should take your time and always consider the following factors.

Reputation

First off, you should consider the reputation of the various web design companies in your area. There are two primary ways of doing so.

The first is to ask for recommendations from friends and business acquaintances. Doing so is a great way of finding a reputable web design company in your area.

Should that first step not yield many results however, you should then search online for reviews of the companies in your area. The internet is packed with reviews of the services offered by great web design companies. People are also equally inclined to write about the web design companies that have let them down.

Samples

Due to the nature of the work, most web design companies provide ample samples of the work that they have done in the past. Aside from actually reading reviews of the services that they provide, these samples are the greatest indicator of the quality of the site that you can expect to receive should you hire them. Consider which web design company develops the most professional looking sites. When evaluating the sites consider aspects such as aesthetics, usability and ease of navigation.

Price Comparison

After a little bit of research, you are likely to notice that the cost of web design services varies drastically. Although, you should not choose a web design company based solely upon price, it's important to be aware that the price of a web design service is not always an accurate indication of the quality of said service. Therefore if you find a cheap web design company with excellent samples and a solid reputation, don't be put off by a low price.

Make Contact

Finally, before hiring anyone, you should contact the web design companies that you are interested and speak to them in person or over the phone. You should discuss your needs in detail and consider both the levels of customer service that they offer and how eager they appear to be for your business. It's important to remember that you will need to stay in touch with them during the lifetime of your new site and therefore excellent customer service is essential.

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