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Keys to Picking the Right Web Designer

1. Understand That E-commerce Design Is Strategy-Driven

Experienced web designers treat your online store as a sales tool. They understand how layout, navigation, and checkout flow affect buying decisions and design accordingly. You'll find them asking detailed questions about your business, like: What products sell best? Where do customers abandon their carts? What's your average order value?
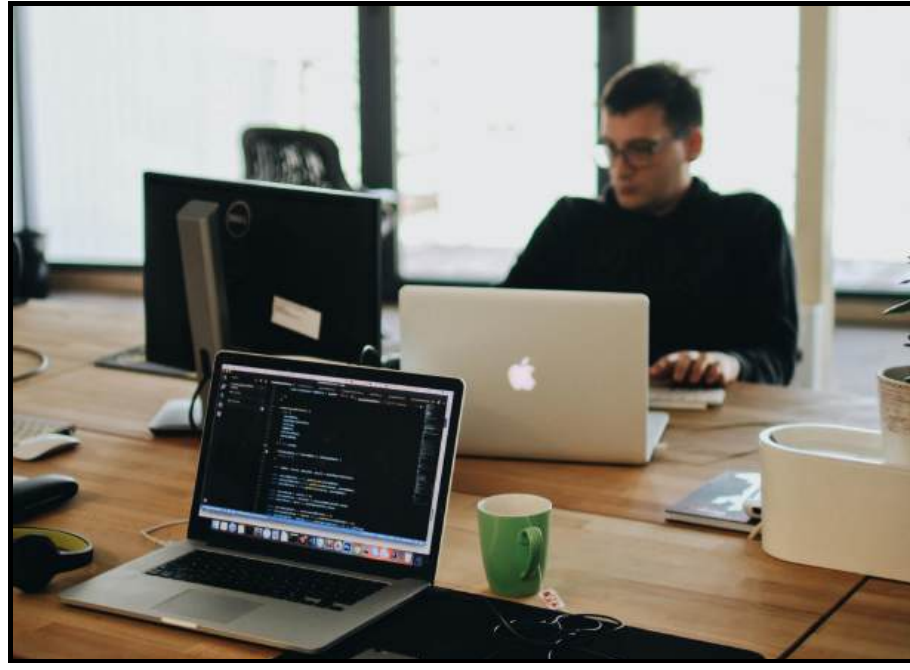
2. Prioritize Experience in E-commerce Platforms

Not every web designer is familiar with all e-commerce platforms. Ask if they've worked with your preferred platform before. Each platform has its own quirks and strengths. A designer familiar with your chosen platform can build faster and more efficiently. They'll know how to handle product variations, optimize images for speed, and design checkout flows that reduce abandoned carts.

3. Look for Mobile-First Thinking

With more than half of online shoppers using their phones, your designer should keep mobile users top of mind. A mobile-focused designer will make navigation easy to use with one thumb and keep buttons large enough to tap without frustration. They'll also make sure your checkout process works smoothly without forcing people to pinch and zoom.

4. Ask About Conversion Optimization Skills

Design affects whether people buy from you. Your designer should understand where to place buy buttons, how to use customer reviews to build trust, and how to guide visitors through your site naturally. A skilled e-commerce designer will add these elements without making your site feel pushy or overwhelming.

5. Evaluate Their SEO Awareness

Design and SEO work together. A poorly built site can hurt your search rankings. Your designer should understand the basics of SEO, like site speed, mobile performance, and proper page structure. When design and SEO work together, your store shows up in search results and converts visitors once they arrive.
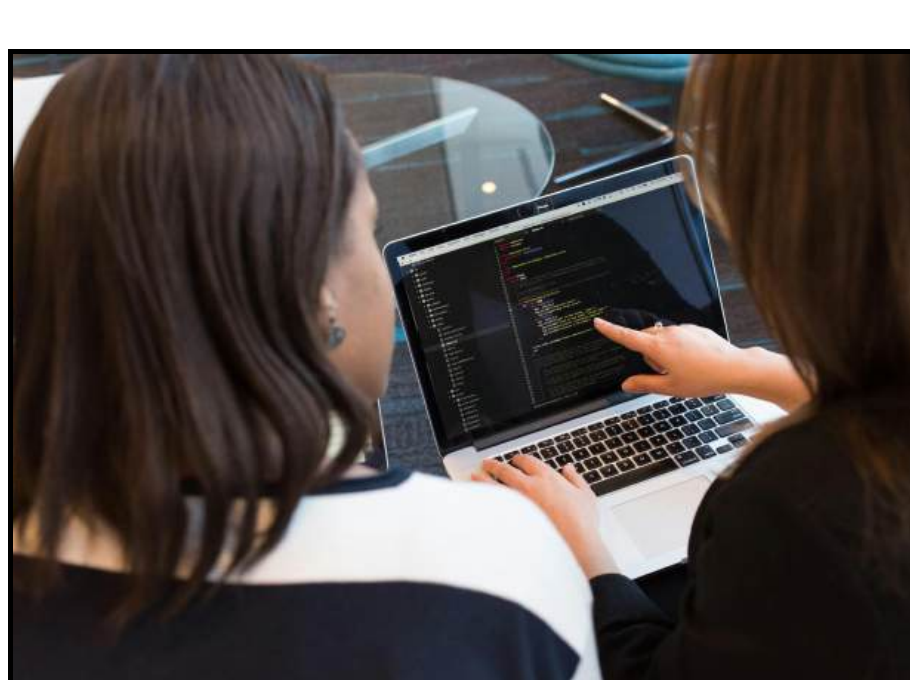
6. Watch for Red Flags

Even when a designer looks great on paper, there are warning signs that they may not be a good fit for e-commerce: they rely entirely on pre-built templates with no customization, they don't ask about your business goals or customers, and they suggest using features or layouts without explaining why.

7. Consider Post-Launch Support

Once your store is live, you'll still need tweaks, optimizations, and occasional support. Ask your prospective designer what kind of post-launch services they offer. Will they train your team on how to update content? Are they available for future improvements as your store scales? A designer who disappears after the final invoice is paid isn't much help when you want to roll out a new product line or fix a checkout issue.
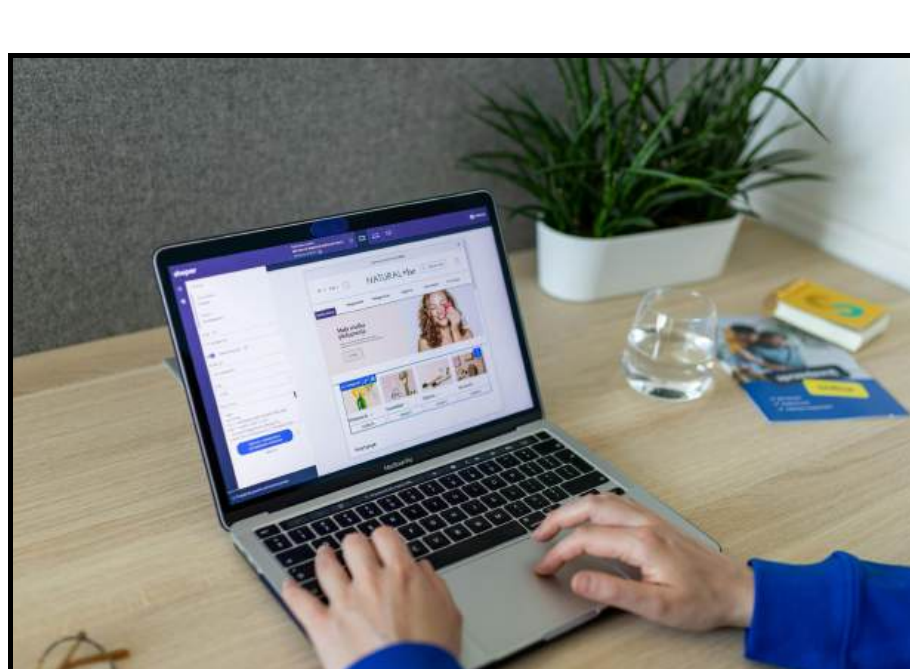
8. Your Designer Should Be a Growth Partner

At the end of the day, choosing a web designer comes down to finding someone who gets your business. Go with someone who treats your business as their business. The more they dive deep into your customers and conversion strategy, the more you can be confident that you've got the right person on board.