

Calgary Web Design Services For Businesses & Non-Profits

BY BLINDDROP



If you are looking for web designer services in Calgary, then this article is for you. We have been providing web design products and services in the Calgary area since 2001.

We are well versed in the web service industry, having built hundreds of sites over the past 20 years. In this article, we will look at these [Calgary web design](#) services from different perspectives so you can understand the benefits of choosing the best design services for your project.

What Are Web Design Services?

When we talk about web design as a service, we are generally talking about a B2B relationship between a business or non-profit organisation and a Web marketing company. The extent of this relationship is determined by the web design service agreement and project scope. A full service Web agency, for example, will provide total support through the design and management process.

More specifically, web development and [SEO services](#) can include:

- Initial Website consultation
- Branding review & recommendations
- SEO Research and strategy
- Custom Website development
- Managed hosting solutions
- Responsive web design services
- Ecommerce web development services
- Post-Launch CMS admin training (e.g. WordPress administration)
- Ongoing design services related to Content Marketing and Advertising campaigns

If you consider SAAS web building services like Wix, SquareSpace, etc. You will find that there are web developers and marketers who provide additional support for those who need help in developing, optimising and marketing their DIY website.

So, SAAS web design services can vary based on what each brand needs. While these might be seen as more affordable web design services initially, the average cost of web design services can increase significantly as more support is required. Hiring a web firm that works with a content management system (CMS) like WordPress can provide your brand with a custom solution that can be transferred to another host at a later date.

B2B web design services are often divided into two phases, initial development and post-launch services. Secondary and future phases of development can be managed by expanding a website's functionality in a separate, private development area and then publishing changes once testing is complete. This is ideal for corporate web design services that require a professional touch to produce a bespoke web solution.



Who Needs Web Design Services?

As noted above, who requires these services can vary greatly. It is usually businesses, nonprofit organizations, entrepreneurs, [ecommerce solutions](#) and online brands who seek the expert advice and skills provided by a custom web design company.

These brands are specifically looking to partner with a digital marketing firm who they can trust and rely upon every month. They want to provide their customers and stakeholders with the best user experience. They want their intellectual property to be treated with care and respect.

A brand may start with [web design consultancy services](#). This will help the brand build a strong foundation for their marketing strategy, design guidelines, key messaging and custom web design services. For an agency, this can be the “foot in the door” needed to prove their worth and value to their new client. They can then step forward and reveal the real benefits of web design services.

Why Are Web Design Services Needed?

Did you know that:

- A superb overall UX design can boost website conversion rates up to 400%. ([source](#))
- Web design alone forms 75% of the judgement of a company's credibility. ([source](#))
- On an average, 8 out of 10 consumers would stop engaging with a site if its content doesn't display properly on their device (Adobe)

Web design services are needed by brands who do not have the time, inclination or skills to design and manage their website in-house. Most businesses and organisations will require web design services at some point in their journey online.

The smart ones will choose this path sooner than later. When these web development services are chosen before the website is built, the brand will leverage the most of their web design contract. They will get a fully optimised website based on a strong foundation of well-researched strategy and planning.

Web design services for nonprofits and small businesses alike can deliver far better results than a website built without the knowledge needed to succeed. This includes areas such as Search Engine Optimization (SEO), User Experience (UX), [responsive web design services](#), ecommerce web development and creative web design services.



What Services Do Web Designers Offer?

Services for website development, hosting, SEO and paid advertising management are provided through agreed-to terms and conditions of a legal document that outlines the legal terms of the contract.

This is best for both parties as it defines the project scope, time frame, what the client is expected to pay and any details regarding the ongoing hosting and maintenance. This works with nonprofits, entrepreneurs or corporations. Web agency services are generally more in-depth and long term compared to hiring a freelancer.

Once the contract has been agreed to, the web services are provided by the agency or design team.

The web designer provides support for design change requests, content editing, image editing and optimisation and SEO services during this process. Good communication is critical between the client and designer, as it will ensure the best results in the final design and will keep the project timeline on track. B2B website design should be a professional, transparent relationship from day one.

When Are Web Design Services Recommended?

1. Before You Start

Business web marketing services are recommended ideally when a brand is preparing its web marketing strategy. This builds the strongest foundation for the brand's online efforts. By doing initial SEO research, a digital marketing company like blinddrop.com can create a fully developed web marketing strategy that can include everything from brand development to content and inbound marketing.

2. When You Redesign

The second most recommended time to hire a web service provider is during a web redesign. Or, if there is a major change to the brand's visual image or culture. When your company or nonprofit is looking to revitalise its brand or website is the perfect time to hire an expert.

3. To Fix A Specific Issue

The third most critical time to hire a web design professional is when you need a specific issue or challenge corrected. This can include:

- Gaining marketing / research insights
- Web site hacking incident
- Poor rankings in Search Engines
- Content updates needed

How Much Do Web Design Services Cost?

Design services in Canada can vary in cost. There is some equilibrium within the web design industry due to natural competition, hard costs and soft costs of development, hosting and maintenance.

You can find "one-off" web site designs done by freelancers for a lot less than if you choose a full service agency. The increase in cost is due to the expected level of quality, skill and experience of the web design team.

You can find a Website design for \$500, \$5,000 or \$500,000. But you must look deeper at what is included in those costs. The true cost of web design services is not the dollar amount. It is if you receive the value for what you have spent on that service.

That value can be determined by:

- Level of dedicated customer service
- Clear communication and project objectives
- The upfront costs and no hidden fees
- Quality web design and custom development
- Ability to provide unique design and functionalities that you desire
- Consultants listen to your specific needs and offer efficient solutions
- Web team is consistent in ongoing support and maintenance
- The finished product is professional and User friendly (Responsive web design)
- The level of security and speed of their hosting service

One of the best ways to determine which web designer is worth your investment is to view the case studies, [client list](#) and reviews. Also check to make sure they provide all of the services you need. If they are producing quality websites consistently and are within your budget, they are a good fit.

Calgary Web Design Services by BlindDrop.com

If you are looking for [Web design services in Calgary, Alberta](#), give the team at BlindDrop.com a call or email. We are design and SEO experts specialising in custom WordPress web design. Our solutions are tailor-made to your brand's unique image and offerings.

We offer local Web marketing services in [Cochrane](#) and [Calgary](#) and beyond. We also serve clients across Western Canada.

◀ [PREVIOUS](#)
[How Does Responsive Web Design Affect Your Brand's Marketing?](#)

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