

How a web designer and copywriter can team up to make your new website better.

Anyone who wants to succeed in business today needs a website. But what do you need? What will it look like? What features are needed? How many pages should it be? The questions are nearly endless, and if you try to do everything yourself, you'll likely fail. You might start by making a common mistake and use a free website. Don't do this because you're limited in what you can do and you don't own what's on the site.

The best way to go about it is to hire professionals who know their way around a website. You need two: a web designer and a copywriter.

First, the web designer. This person can help you navigate your way through building the site. A web designer knows there is an order to creating, building and maintaining a website. A web design knows you need a domain name, a hosting company and a platform, and he will know the best ways to get these needs met for the most reasonable cost.

Next, a web designer can help you create the look you want for your site. There are many templates out there from which to choose, but a web designer also can take your ideas and turn them into real web pages. Got a color scheme or certain graphic elements you want? Do you want a blog to accompany your site? Do you want pictures or video? Where will you put the copy, the written words? A web designer can make everything happen.

Once you have ideas, it's time to put them into words. This is where the copywriter comes in. A good copywriter meets with you to get to know you and your company – its message, mission statement, and the products and services you're offering. What do you want to say on each page? What tone do you want to use? A copywriter creates the content.

Make sure you hire a copywriter who knows how to use Search Engine Optimization (SEO). This is the process of affecting the visibility of a [website](#) or a [web page](#) in a [search engine](#)'s *unpaid* results. A copywriter uses keywords (which are the words search engines are looking for) and seamlessly inserts them into the copy for the search engines to find. Ideally, your site will come up first when someone types in the keywords into the search engine.

Here is where a web designer again comes into play. While the copywriter uses keywords as part of a page's SEO, the web designer uses computer code to tell the search engines what your keywords are. A web designer also submits you website to the search engines so they know your site exists – and he does it every time you make a change to your site.

And you will have to make changes to your site because one of the factors search engines use to rank pages is how fresh the content is. You need new graphic elements (again, the web designer can place them) and/or new words (which the copywriter can provide).

Finally, one more advantage to using a web designer: He or she can run programs in which you see how high your pages are ranked on the search engines. The goal is to be No. 1, so if you aren't in the top 10 (meaning you're not on the search engine's first page, decreasing the likelihood anyone's going to find you), a web designer can make suggestions. Maybe you need new graphic elements. Maybe you need to try different keywords, at which time the copywriter comes back into play and helps you find those keywords that will lead you to a No. 1 ranking.

To summarize: You need a web designer for:

- the domain name, hosting company, platform
- the overall look of your website, including any future changes or additional pages
- search engine optimization (the programming aspect)
- sending your websites to the various search engines
- running programs to see how your websites are registering on search engines

You need a copywriter for:

- the content (words) for each page that will have content on it, including future changes
- search engine optimization (the keyword aspect)

For more information please call Warren 818 281 7628 or go to [www.TAPSolutions.net](http://www.TAPSolutions.net).