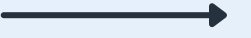


anthonymeneses



WEBSITE ACADEMY PH

websiteacademyph.com



**Are You Considering a Career
in Freelance Web Design?**

BUT... 



Common Questions

Common Questions

01 – How do I get started as a freelance web designer?

02 – What skills do I need to become successful?

03 – What tools and software are essentials?

04 – How can I build a strong portfolio?

05 – Where and how do I find clients?

06 – How do I price my services?



**If any of these questions
resonate with you...**

**Whether you're just
starting out...**

**or Looking to Improve
Your Existing Skills**

you're in the RIGHT place. 😊



How To Get Started with Web Design Freelancing and Get Clients




ABOUT ME


My Freelancing Journey


TESTIMONIALS

Happy WAPHmates 😄




 Jennifer Dancila
You are Blessed and Highly favored...
Love Reply Hide 6d

 Oiracan Cellix
Salamat Coach sa walang sawang suporta
Love Reply Hide See translation 6d

 Coach!!! thank you!! hahaha natapos ko ang website ko. Dami kong hacks na natutunan sa modules, Bat ganun sobrang dali magets pag kayo nagtuturo 😄😄

Coach ncloseee ko pooo 😄

sa budget ni client hihi

 Princess Al Rendora · 25:18
Unti unti na nakakatransition from SMM to Web Design because of WAPH Pro. Bawi na din ang ROI. Super generous ni coach sa resources. 3

Thank you Coach, sige po. Join po ako once okay na thank you!

May good news ako Coach

May client na ko 😞


Pero bigyan mo ko until 30th pls

Kasi magsisimula pa lang ako ulit

Pagkasahod ko settle ko agad yung Balance ko po. Sorry natagalan. 😊

At madami din ako time na para sa web design

Kaya ipupush ko talaga tong pag upskill ko

 Coach ansayaaaa. Yung nacall ko kahapon na client closed deaaal 😞

You replied to Cris

Coach ansayaaaa. Yung nacall ko kahapon na client closed deaaal

Grabe! mainit init pa. Congrats!! happy for you 😄

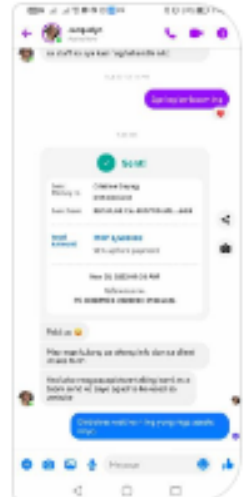
Gnagawa ko na ngayon.

Maikling homepage design lang sa figma

Wala pang build. 🙄k hihi

Matapos ko na to mamaya or pag huminto ako, bukas HAHA

Hello coach, good morning! Share ko lang po. 😞



Nag down na si client 😞 mababa ko lng po chinarge kasi one page site lang po. Nagamit ko na din yung onboarding sheet:) 3

TESTIMONIALS

Happy WAPHmates 😊



I've watched Anthony Meneses Webinar on the "Core Concepts about Web Design" and I'm thankful for the knowledge he shared. As one of the many interested in Web designing, I've learned that having this skill as a freelancer will make you stand out from others. Designing a website requires much time, effort and careful planning because this will define who you are or your company. And Anthony makes it so simple to understand the basics of web designing through his well-prepared lecture and visuals. I'll definitely attend more of his webinars in the future.



Thank you for sharing your expertise thru the webinar coach. I finally decide what niche to focus. It was an eye opener for me after I watched the basics your shared. I am looking forward to be your student soon. I am so excited to learn and be expert just like you. 😊



Me as a student or newbie in freelancing and still learning especially in Web Designing as I've attended the webinar of Sir Anthony Meneses, VAB Skill X Presentation about WEB DESIGN Essentials: A Simple Beginner's Guide for Freelancing, it gave me lots of ideas on how to make a website and the common mistakes that I should avoid in designing website. I will keep those tips and will apply it on my own business website soon. Two Thumps up 👍👍 Sir Anthony! And thank you for your generosity in imparting your knowledge with us newbie in this world of freelancing. 😊



Thank you so much Sir Anthony for sharing your knowledge about the core concepts when designing websites. Those were the basics that as a web designer need to know kase pag wala kaming alam about dun, di talaga maganda hitsura ng website. Kahit sa, for example, font styles na gagamitin ng tao is dapat fit din sa kung ano ang business nila. Informative and detailed talaga yung webinar mo Sir. Thank you once again. Looking forward to more webinars Sir! Continue to share your knowledge to others.



The presenter-Sir Anthony during this webinar on Web Design Essentials was very accommodating and very engaging to the participants. He made us feel really a part of the webinar and not just a group of anticipators. As for the topic, I learned more than what I expected from basic principles to tips and tricks. Pero sana may part 2 on HTML or CSS naman 😊



Thanks sa webinar bro! I have a new web dev project right now. Saktong saktong yung webinar mo. I can't believe I've been designing websites for a year na and I've always had a struggle sa design and structure. Thanks sa core concepts bro. Actually binabalik balikan ko yung video para mamemorize ko ung concepts and ung tuning ng colors, images and fonts. Iba talaga pag may guide na. Looking forward to learn more from you. Thank you!



TESTIMONIALS

Happy WAPHmates

Lot of takeaways here! Very concise. Gave as the importance of the basics in Web Design. From using fonts, colors, images, how to jive fonts to images, spacing to the tools he's using and sharing his experiences. You will really feel his willingness to give back to the community. You will know He's a great mentor to have by how well he prepared his presentation. You will be amazed for sure! 😊



I've learned so much po when it comes to web designing, very informative po siya especially po sa mga newbies. Lalo na ung mga basics po na na napaka importante po. . . D ko nga po alam yun khit nkakapag gwa na po ako ng iilang funnels po and now I have another things to learn from.you po . Thank you so much po for sharing this webinar po. . 😍❤️



It was a great experience attending Sir Anthony Meneses webinar. He makes Web Design Essential feasible with his simple guides that are concise and straight to the point outline fundamentals of: Core Concepts of Web Design, Benefits of having your own Website and Web Design tips on how to attract your ideal clients. It helps VABootcamp students to consider Web Design as their niche. Thank you very much for this!



Here you go:
I'd like to thank Anthony for sharing with us in his Webinar on WEB DESIGN ESSENTIALS: A Simple Beginner's Guide For Freelancers his insights on this field.

On this webinar, he covered the basics of web layout - from font use, color themes to brand styles to create a good-looking web site. He shared the essentials tools a web designer needs while relating his experience in using them which are helpful for newbies who want to get a quick head start on this field. I find his sharing informative and time is limited to discuss everything. I hope there would be a second take to discuss in-depth parts on website creations, and am looking forward to see it happen.



I have attended one of the webinar of coach Anthony and he was so accommodating on everyone questions. He is very open on sharing knowledge, very informative and he answers every questions clearly. Thank you for allowing me to be part of this free webinar, I have learn a lot and looking forward to learn more. Highly recommend! 😊



E2 po - Last August 27 of this year, I have the privilege of attending the WEB DESIGN ESSENTIALS: A Simple Beginner's Guide for Freelancer by Sir Anthony Meneses for free. During that 1-hour discussion, I have learned important information in building a website such as the fonts, alignment, grid and a lot more aside from drag and drop function. I hope there will be more learning for freelancer since the competition in the market is very stiff. Thanks Liza Javeniar thanks



Thank you for your very interesting free webinar about WEB DESIGN ESSENTIALS (A Simple Beginners Guide for Freelancers) I've been contemplated watching the webinar and it's good to hear from you the tips and techniques about the WEB DESIGN ESSENTIALS. For a newbie like me, thank you for sharing with us your expertise and I can use it in the future.





TESTIMONIALS


Recent Clients

Anthony,
Sent you the wire in full \$2000. Hopefully this will help us get this done quickly.
Let me know what you need. Thanks!
Make it a great day,

Subject **Re: Invoice for [REDACTED] Website Revamp**
Just sent the payment over, let me know if there are any issues. Thanks!

Hello Anthony,
You received 1,995.36 USD from [REDACTED]



Hello Anthony,
You received 2,000 USD from [REDACTED] LLC.




Hello Anthony,
You received 562.82 EUR from [REDACTED] LLC.




To 'Anthony Meneses' <hello@anthonymeneses.com>
Subject **Re: [REDACTED] - Website Revamp Project**
Yes, proceed, Looks great.



@Anthony Meneses the pages are approved! We like the look and feel of the design. Let's get started with



April 26th at 12:30 PM
@Anthony Meneses this looks so good so far. I will let chime on on any changes he wants to see made. Can you send collaborator requests to our shopify? We are out of Staff spots to provide to you.
April 26th at 12:32 PM
Anthony this looks great

Thank you sir @Anthony. The site is wonderfully made. Thanks for your great effort. And of course, special thanks to my brother [REDACTED] our good donor. To Christ be glory!  2

11:25 AM
This is looking so good! I am going to start working on the content with our content creator but love what you have done so far! thank you
@Anthony Meneses
 1 

12:08 PM
i love it so far!!
 2 

12:31 PM
nope looks amazing!
let's go!
 2 

Nakita na ni client ung website bro, wala na masyadong updates needed 
How much balance ko? 

Hi! I'm Anthony 🙌

01 – A passionate and innovative web designer and mentor with a love for creating impactful digital experiences.

02 – A former IT Specialist with nearly a decade of experience in the corporate world.

03 – Started exploring into online freelancing back in 2018 before transitioning full-time in 2020.

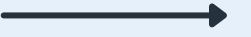


Hi! I'm Anthony 🙌

04 - Helping businesses in building effective websites to boost online presence, attract visitors, and increase revenue.

05 - Helping aspiring and seasoned web design freelancers in turning their passion into a successful career.





Outline

What You'll Learn

- 01 – Introduction to Online Freelancing
- 02 – The Importance and Use of AI in Web Design
- 03 – The Foundations and Basics of Web Design
- 04 – No-code Development
- 05 – How to Attract and Get Clients





GOAL

Comprehensive Understanding of Freelance Web Design



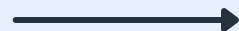
Are You Ready? 😊



Introduction to Online Freelancing

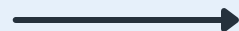
What is Online Freelancing?

It refers to working as a self-employed individual, typically in a remote capacity, and offering services to clients or businesses on a project basis.



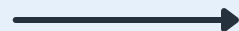
What is Online Freelancing?

This type of work arrangement has become increasingly popular in recent years due to its flexibility and autonomy.



What is Online Freelancing?

Freelancers have the freedom to choose their projects, set their own schedules, and work from anywhere in the world as long as they have an internet connection.

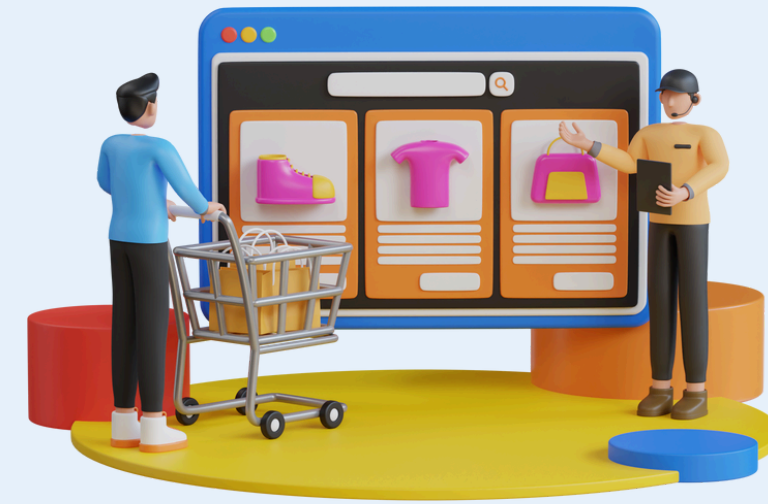




Example



Ashton is a freelance web designer helping small businesses build an online presence to attract and engage more customers.



→ A local store messaged him, needing a website to showcase their products and allow customers to place orders online.



Planning and Strategy (Discovery Phase) 📝

The owner consults with him to understand website requirements, target audience, and desired features like an online menu and order form.

Wireframe (User Experience) 📄

Create wireframes to focus on element arrangement and navigation, acting as blueprints outlining website structure.

Development 🖥️

Build the website and ensure it is responsive and optimized for desktop, tablet, and mobile devices.

Proposal and Payment 📄 \$

→ Creates a proposal outlining the scope of work, timeline, and cost for the project. Then reviews the proposal and agrees to move forward. Then send an upfront payment to get started.

Design (User Interface) 🎨

→ Integrate colors, typography, and imagery to create a website that reflects brand identity and attracts the target audience.

Test and Launch 🖥️ 🎉

→ The website is thoroughly tested to ensure all functions work, bugs are fixed, and then it is launched live.

Is Online Freelancing Right for You?



Benefits and Challenges

Starting online freelancing is a personal decision with a significant impact on life. The appeal is increasing with growing freelance opportunities globally.



PROS



PRO #1

Work From Home to Anywhere



PRO # 2

No Commute



PRO#3

Flexible Hours



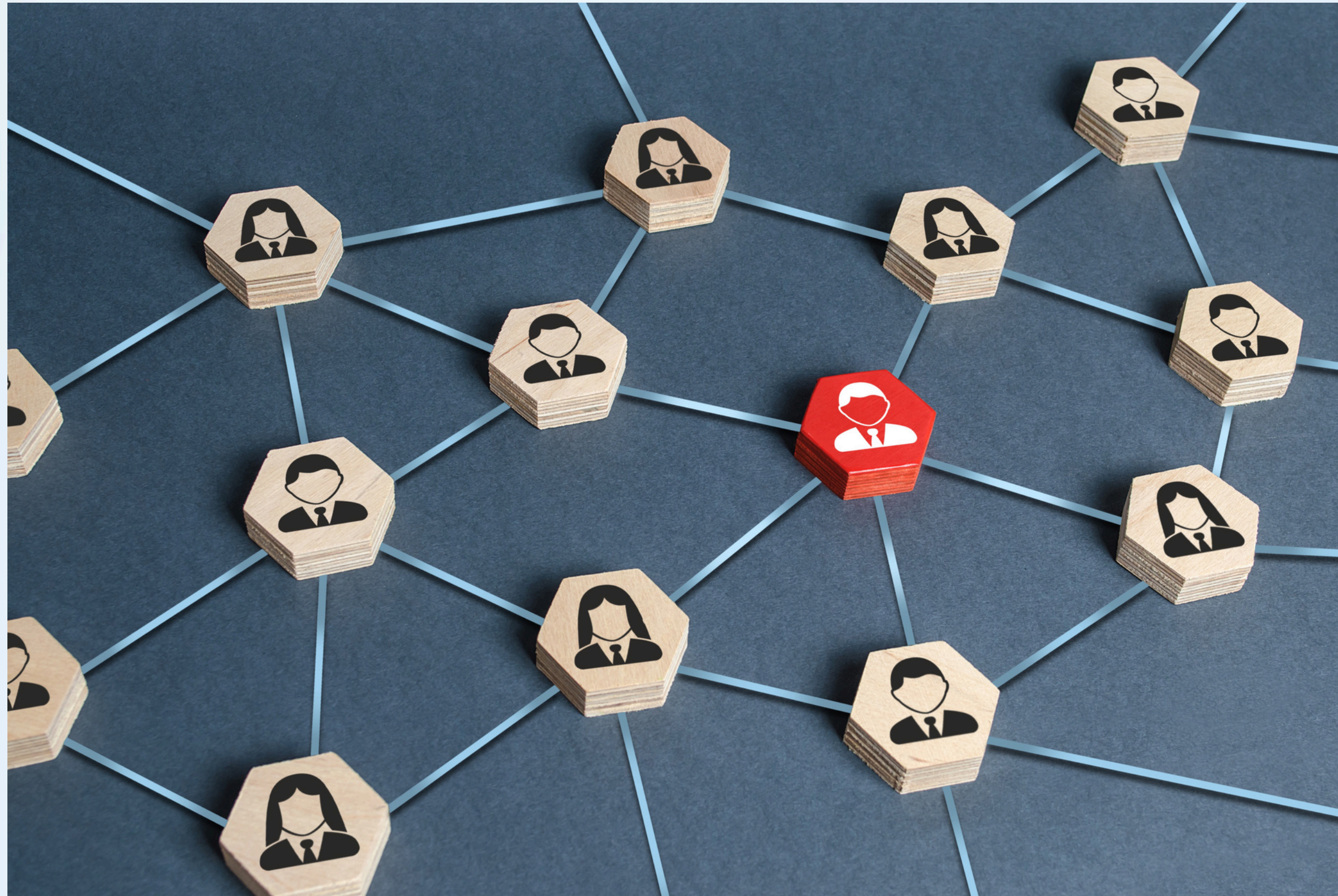
PRO # 4

Earn as if Working Abroad



PRO#5

Networking Opportunities



PRO#6

Skill Expansion



Pros

01 – Work From Home to Anywhere

02 – No Commute

03 – Flexible Hours

04 – Earn as if Working Abroad

05 – Networking Opportunities

06 – Skill Expansion



Cons

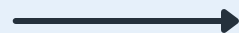


CON #1

~~Unstructured~~ ~~Work-Life~~ Balance

Solution

Establish a regular work schedule and set boundaries between work and personal life. Consider using productivity tools to manage time effectively.

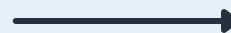


CON #2

Unpredictable Income

Solution

Diversify your client base, establish long-term contracts, and maintain a financial buffer for periods of low income. Consider offering retainer agreements with clients.



CON #3

Risk of ~~Isolation~~

Solution

Join freelancer communities or coworking spaces to network and collaborate with other professionals. Schedule regular social activities outside of work.

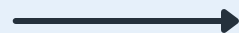


CON #4

Lack of Mentorship

Solution

Seek out mentorship from experienced freelancers or industry professionals. Attend workshops, conferences, or online courses for skill development and guidance.

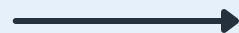


CON #5

Business Responsibilities

Solution

Use tools and software to streamline business tasks such as accounting, project management, and client communication. Consider hiring freelancers for specific tasks.





Freelancing offers many benefits, however, it also comes with *challenges*. Understanding and balancing these pros and cons is **key to succeeding** as an Online Freelancer.

Freelancing vs Home-based

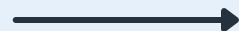




Now could be the ideal moment to transition to a flexible digital nomad lifestyle, as the pandemic has highlighted the importance of adaptability for businesses and flexibility for workers.

What's the Difference?

Often used interchangeably, but they can have slightly different meanings.



Aspect

Freelancing

Home-Based Work



Definition

Working independently on a contract basis

Working from home, can be freelance or not

Employment

Self-employed

Can be self-employed or employed by a company

Work Arrangement

Typically works for multiple clients

Can work for one or multiple employers

Control

Sets own rates, hours, and chooses clients

May have set hours and clients assigned by employer

Income

Potential for higher income based on rates

Income may be fixed or based on employment contract

Aspect

Variety

Flexibility

Common Ground

Freelancing

Works on different projects and with different clients

Has more flexibility in setting schedule and workload

Can both involve working from home

Home-Based Work

May work on projects for one employer or multiple employers

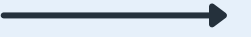
May have flexibility depending on employer's policies

Both can offer flexibility and work-life balance





Freelancing is independent contract work, while home-based work is a broader term including various work arrangements like freelancing.



Leveraging Artificial Intelligence in Web Design

Definition and Its Role



Meeting the Changing Needs of Digital Consumers

The simulation of human intelligence processes by machines, especially computer systems.



Meeting the Changing Needs of Digital Consumers

AI in web design improves user experience by analyzing behavior, personalizing content, automating tasks, and optimizing performance.



Meeting the Changing Needs of Digital Consumers

It focuses on personalization by analyzing user data to deliver tailored content and recommendations, enhancing user engagement and conversion rates.



AI-Powered Tools



Revolutionized the way websites are created and designed

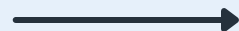
These tools leverage artificial intelligence to automate various aspects of the design process, making it faster, easier, and more efficient for designers to create beautiful websites.



Key AI-Powered Tools

AI-Based Website Builders

Tools analyze content, images, and preferences to create custom website designs quickly. Ideal for users without coding skills who want professional-looking websites.



Key AI-Powered Tools

AI-Based Website Builders

Tools analyze content, images, and preferences to create custom website designs quickly. Ideal for users without coding skills who want professional-looking websites.

Design Assistance Tools

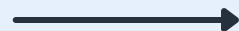
It can recommend color schemes, fonts, and layouts based on design principles. They aid in creating custom graphics and illustrations efficiently.



Key AI-Powered Tools

Content Creation Tools

It uses NLP algorithms to automate content creation for websites, blogs, and marketing materials, saving time and effort for designers and content creators.



OpenAI's chatbot, known as GPT-3

One of the most advanced language models available for free. However, popularity may vary depending on the context and the needs of the users.



OpenAI's chatbot, known as GPT-3

GPT-3 improves web design and user interaction by generating website copy, answering queries, offering recommendations, and powering conversational chatbots for engaging user experiences.





Use AI as a tool, not a *replacement*, to improve work by automating tasks and improving efficiency while **still relying on creativity and problem-solving skills.**



Overall, AI will continue to play an important role in shaping the future of web design, making websites more dynamic, personalized, and user-friendly than ever before.



The Foundations and Basics of Web Designs

Introduction to Web Design



The Process of Creating Websites

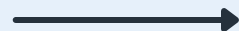
Webpage design involves layout, content creation, and graphic design.

Although web design and web development are commonly interchanged, technically, web design falls under the broader category of web development.

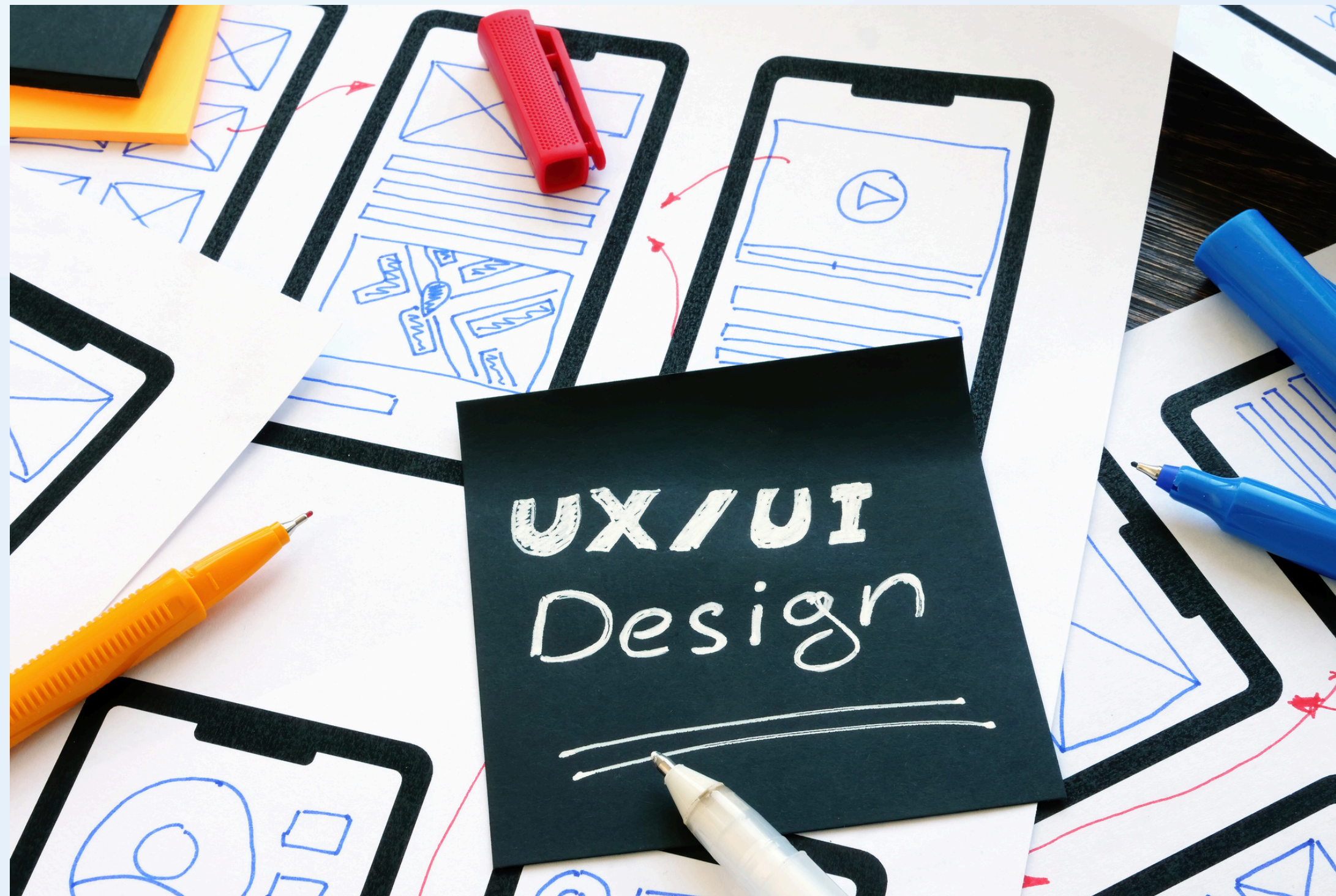


Web Design Importance

By investing a well-designed website that prioritizes user experience, SEO, and brand image, businesses can attract more visitors, convert them into customers, and ultimately drive revenue growth.



Understanding UI and UX



A Smooth and Enjoyable User Experience.

User Interface (UI) design contains visual elements like layout, colors, typography, and interactivity to create attractive, user-friendly interfaces for easy navigation.

E.g. Layout, mockups, graphics



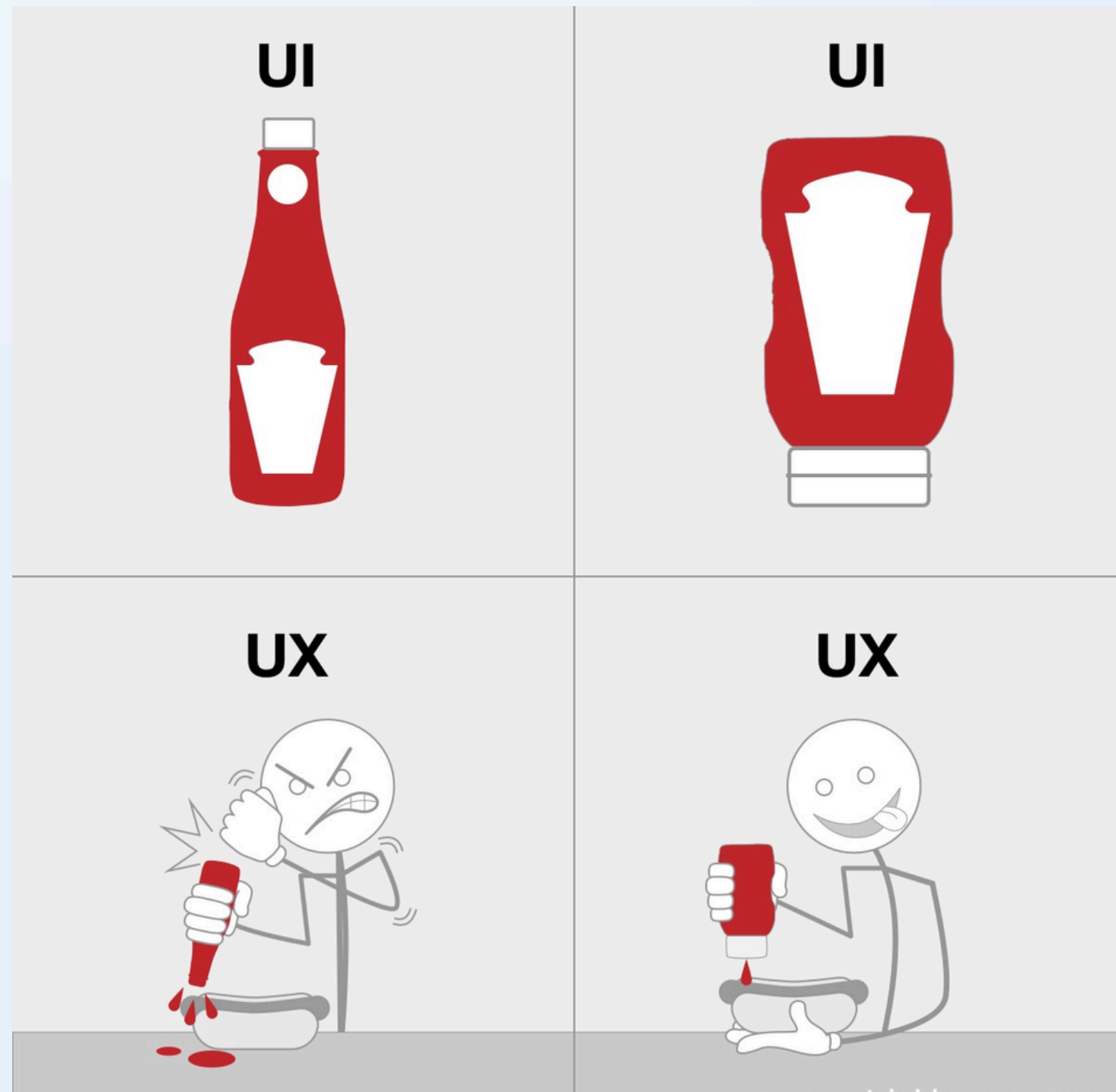
A Smooth and Enjoyable User Experience.

User Experience (UX) centers on enhancing interface usability, loading speed, and addressing user requirements. Designers aim to deliver a seamless and effective user experience.

E.g. Research, wireframes, prototypes



UI and UX can be as Simple as Ketchup! 😊🍅



UI vs. UX Design Explained in a Meme

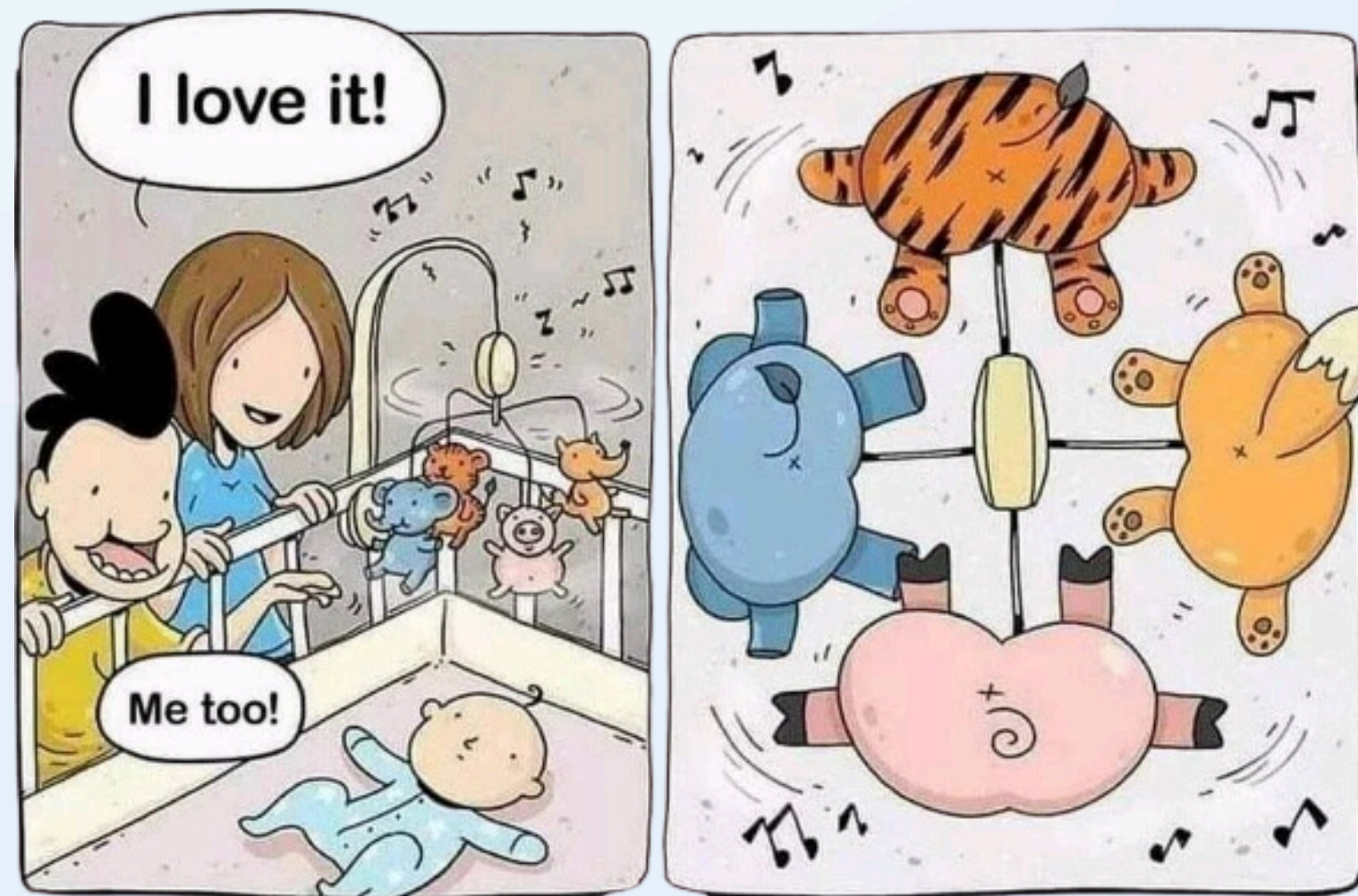


Image by uidesignpatterns from [instagram.com/p/Cpb4bisDg9T](https://www.instagram.com/p/Cpb4bisDg9T)



In conclusion, UI and UX are vital in web design, collaborating to improve user experience by making navigation and interaction smoother.

Websites, Landing Pages, and Funnels Explained



Website

Provide comprehensive information about brand and offer

Example: Portfolio website for a digital agency

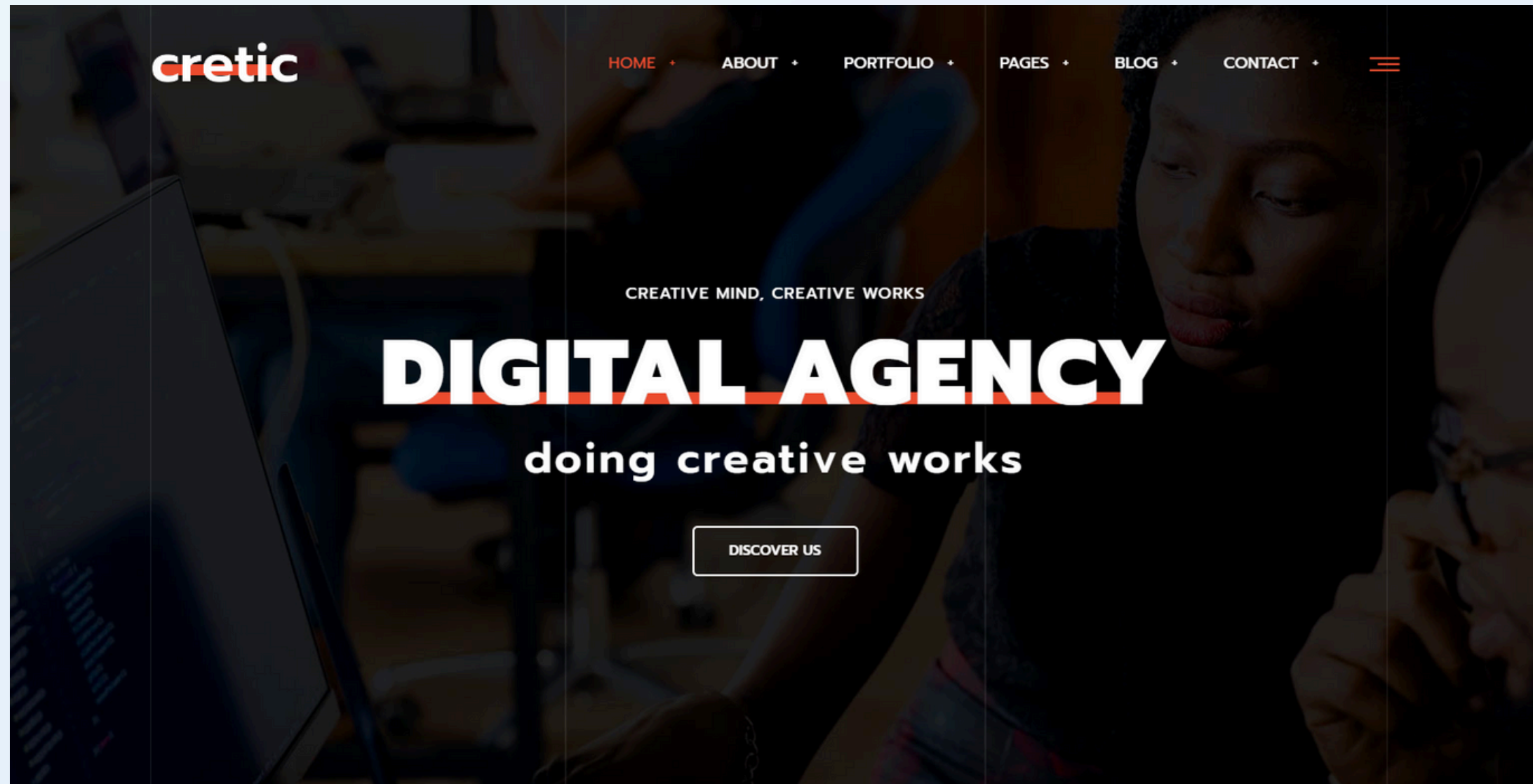


Image from themesflat.co/monizkit/template-kit/home-1

Website

Provide comprehensive information about brand and offer

Example: E-commerce website for an online store

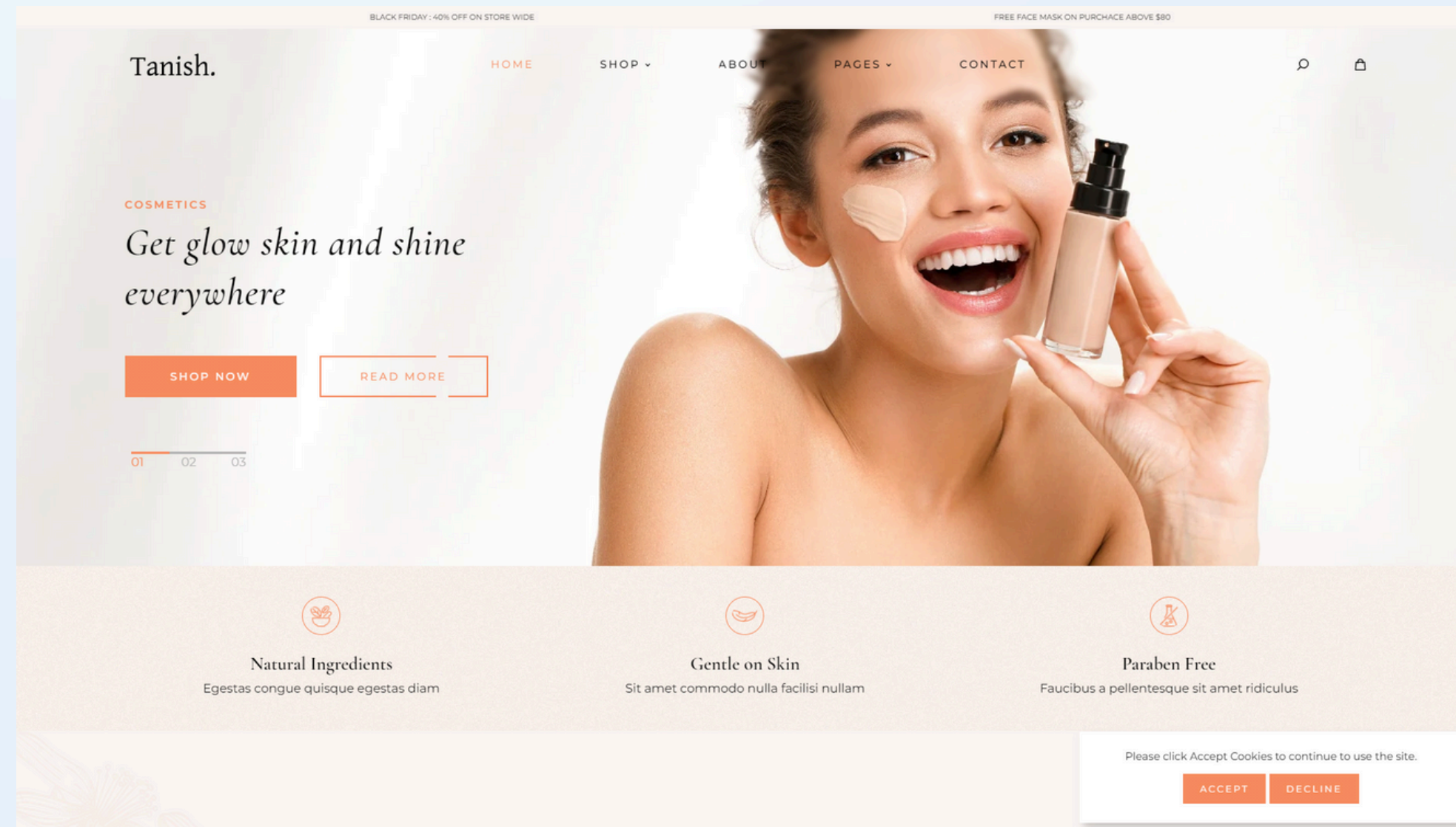


Image from <https://demos.shopifyteam.com/tanish/>

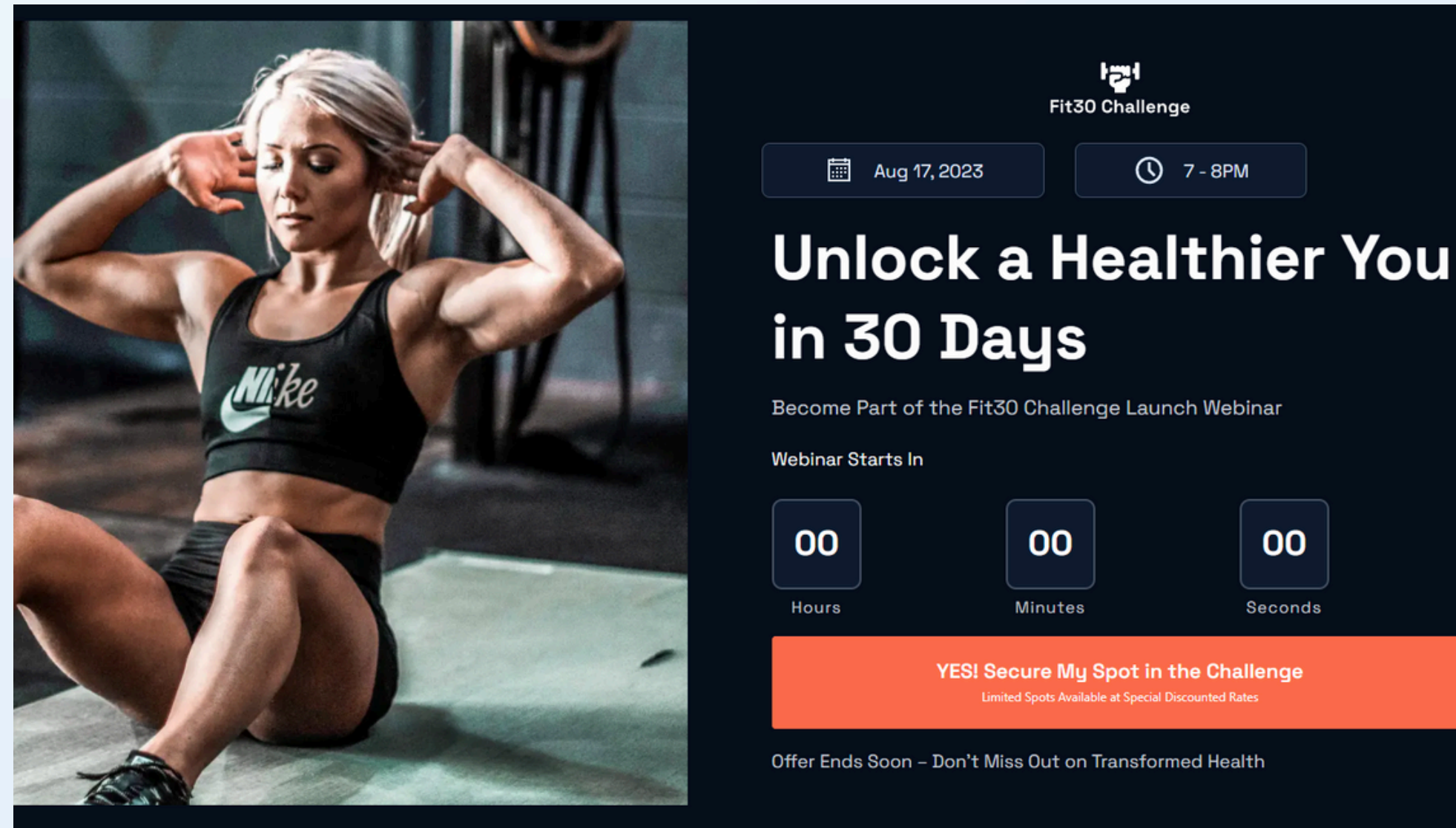
Website

Provide comprehensive information about brand and offer

Example: Sign-up page for a webinar

Landing Page

Capture visitor information
and encourage specific
action



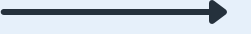
The image displays a landing page for a 'Fit30 Challenge' webinar. On the left side of the page is a photograph of a fit woman with blonde hair, wearing a black Nike sports bra and shorts, sitting on a gym floor with her hands behind her head. The right side of the page has a dark background with white and orange text and elements. At the top right, there is a logo for 'Fit30 Challenge'. Below it, two buttons show the date 'Aug 17, 2023' and the time '7 - 8PM'. The main headline reads 'Unlock a Healthier You in 30 Days'. Below the headline, it says 'Become Part of the Fit30 Challenge Launch Webinar'. A section titled 'Webinar Starts In' features a countdown timer with three boxes: '00' for Hours, '00' for Minutes, and '00' for Seconds. At the bottom, there is a prominent orange button that says 'YES! Secure My Spot in the Challenge' with the subtext 'Limited Spots Available at Special Discounted Rates'. Below the button, it says 'Offer Ends Soon - Don't Miss Out on Transformed Health'.

Website

Provide comprehensive information about brand and offer

Landing Page

Capture visitor information
and encourage specific
action



Example: Lead magnet page offering a free e-book download

MasterDropBook

#Unlock the secrets of successful drop shipping with Nik Shamus

Get your **FREE** copy of 'The Ultimate Guide to **Drop shipping**' - a \$10M+ blueprint

Nik Shamus shares his powerful tactics to build successful dropshipping business

- ✓ Gain an exhaustive understanding of dropshipping.
- ✓ Develop a profitable business strategy guided by an expert
- ✓ Transform your ecommerce dreams into reality.

YES, SEND ME THE FREE E-BOOK NOW

Take advantage of this limited time FREE offer-

Website

Provide comprehensive information about brand and offer

Landing Page

Capture visitor information and encourage specific action

Funnel

Guide visitors through a specific journey from awareness to conversion

Example: Lead Magnet Funnel

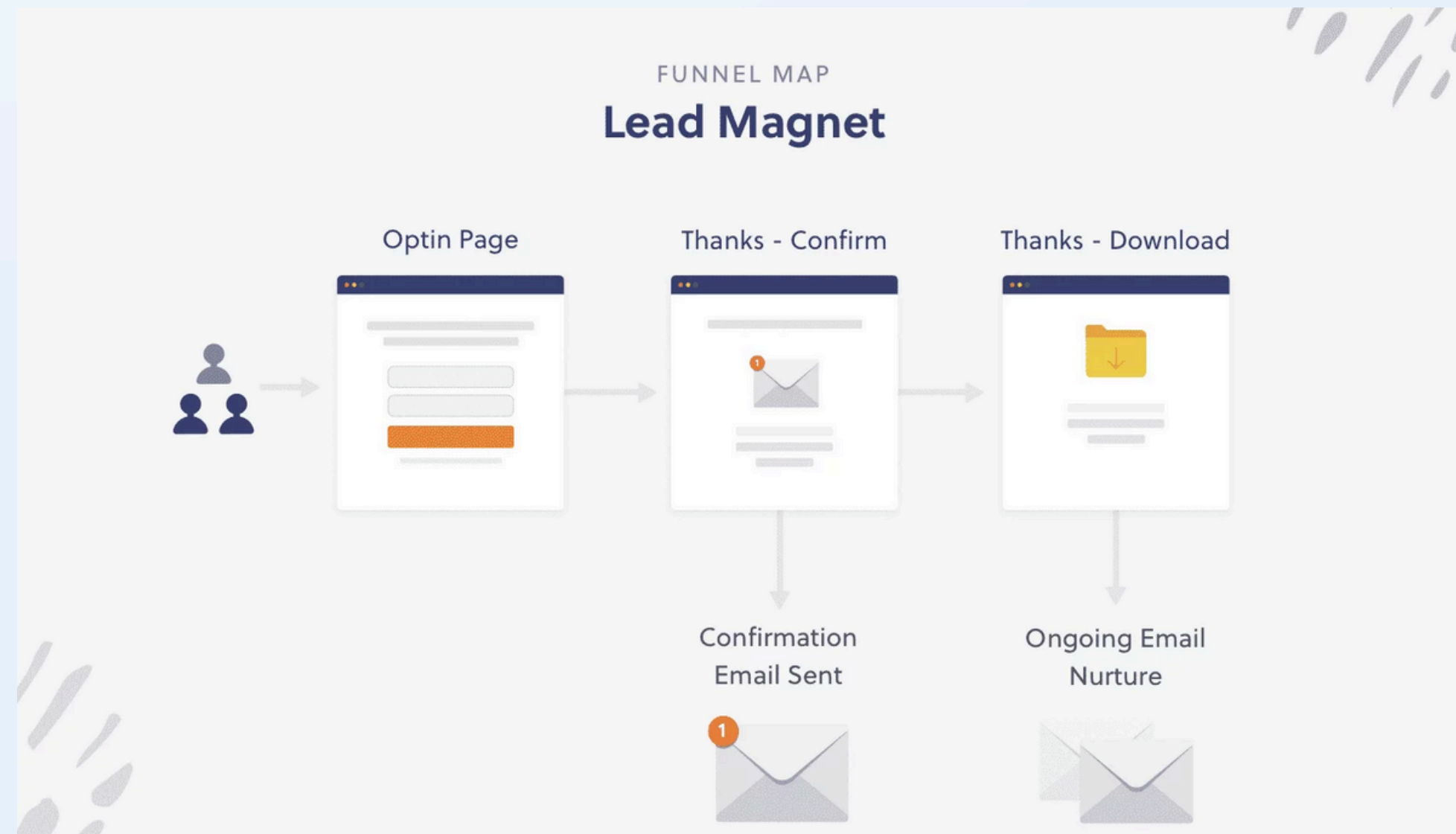


Image from www.optimizepress.com/funnel-maps/

Website

Provide comprehensive information about brand and offer

Landing Page

Capture visitor information and encourage specific action

Funnel

Guide visitors through a specific journey from awareness to conversion



Example: Simple Sales Funnel

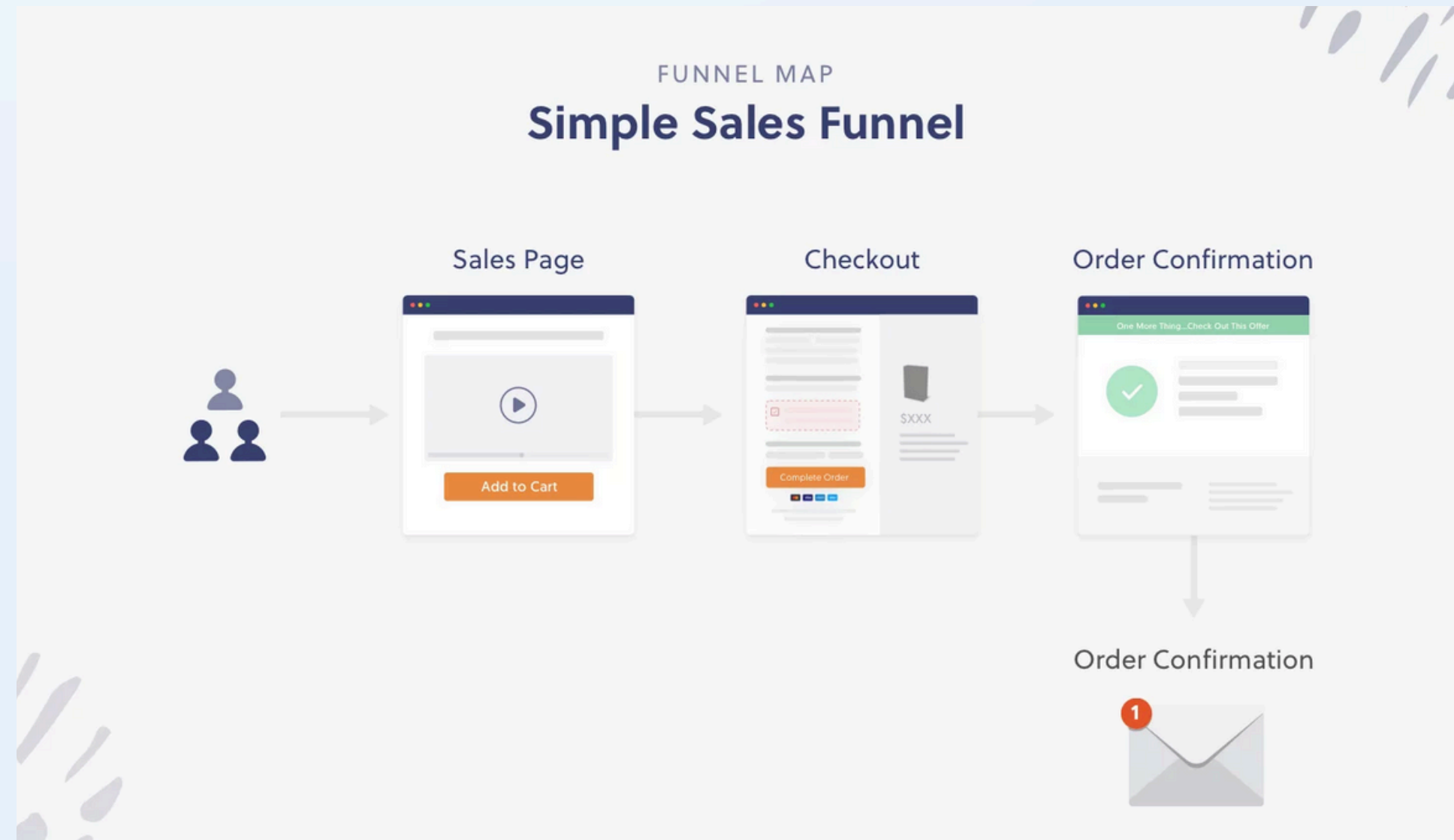


Image from www.optimizepress.com/funnel-maps/

Website

Provide comprehensive information about brand and offer

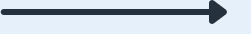
Multiple pages, detailed content

Landing Page

Capture visitor information and encourage specific action

Funnel

Guide visitors through a specific journey from awareness to conversion



Website

Provide comprehensive information about brand and offer

Multiple pages, detailed content

Landing Page

Capture visitor information and encourage specific action

Single page, focused content

Funnel

Guide visitors through a specific journey from awareness to conversion



Website

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Funnel

Guide visitors through a specific journey from awareness to conversion

Series of pages, each with a specific purpose

Website

Provide comprehensive information about brand and offer

Multiple pages, detailed content

Brand information and credibility.

Landing Page

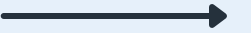
Capture visitor information and encourage specific action

Single page, focused content

Funnel

Guide visitors through a specific journey from awareness to conversion

Series of pages, each with a specific purpose



FOCUS

Website

Provide comprehensive information about brand and offer

Multiple pages, detailed content

Brand information and credibility

Landing Page

Capture visitor information and encourage specific action

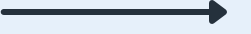
Single page, focused content

Conversion and lead generation

Funnel

Guide visitors through a specific journey from awareness to conversion

Series of pages, each with a specific purpose



FOCUS

Website

Provide comprehensive information about brand and offer

Multiple pages, detailed content

Brand information and credibility

Landing Page

Capture visitor information and encourage specific action

Single page, focused content

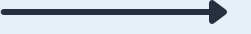
Conversion and lead generation

Funnel

Guide visitors through a specific journey from awareness to conversion

Series of pages, each with a specific purpose

Lead nurturing and conversion



FOCUS

Web Design vs. Web Development



Understanding the Key Differences

Web design and web development are closely connected yet separate fields that both contribute significantly to the creation of websites.



Web Design

Focuses on the visual and user-facing aspects of a website. It involves designing the layout, colors, typography, and overall look and feel of the site.

Web designers use tools like Adobe Photoshop, Sketch, or Figma to create mockups and prototypes of the website's design.

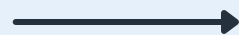
They are responsible for creating a user-friendly and visually appealing interface that enhances the user experience.



Web Development

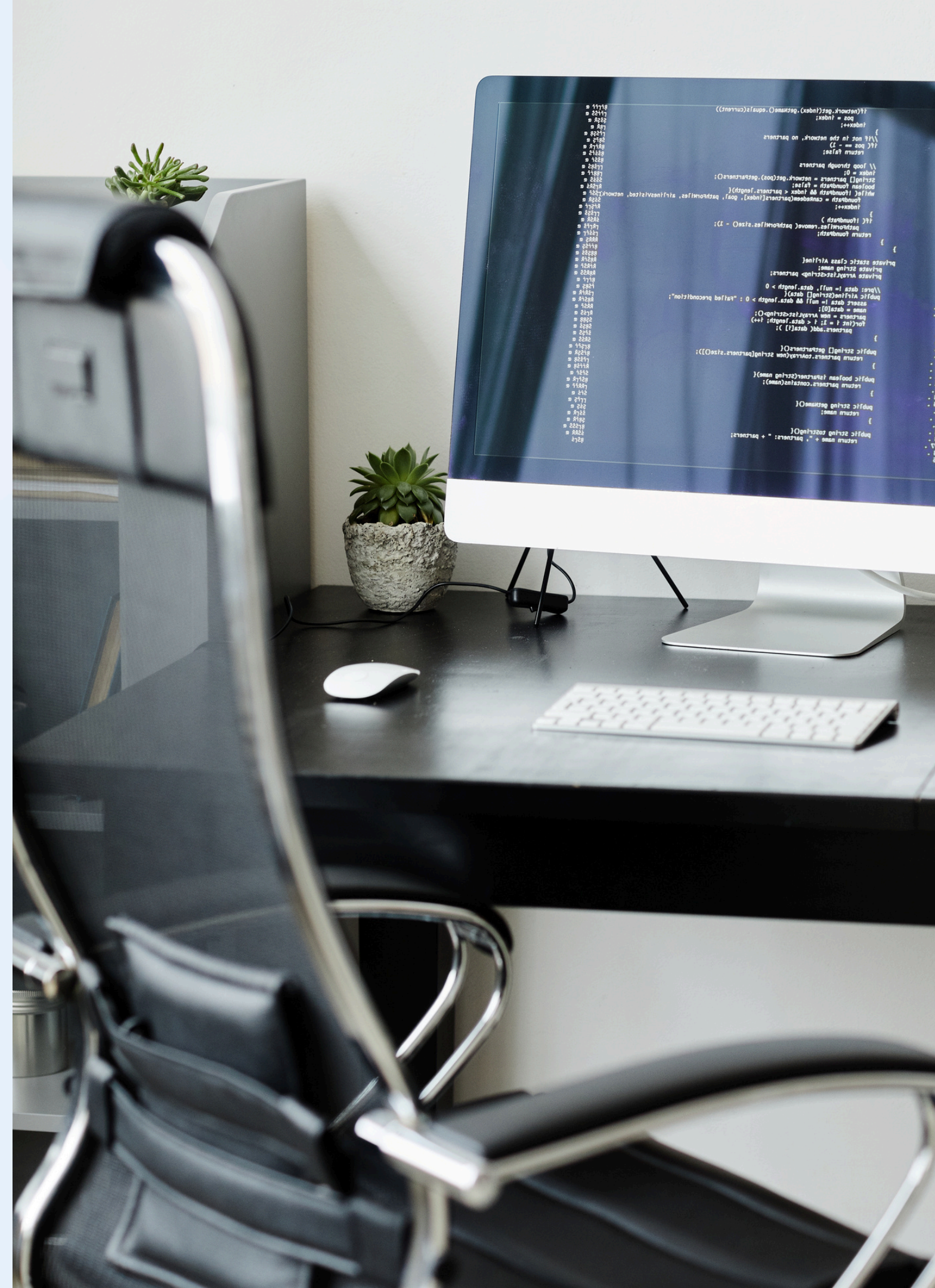
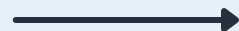
On the other hand, deals with the technical implementation of the website. Web developers are responsible for turning the design into a functional website.

They use languages like HTML, CSS, and JavaScript to build the structure, layout, and interactivity of the site.



Web Development

Web developers also work with frameworks and libraries like React, Angular, or Vue.js to streamline the development process and add advanced features to the site.



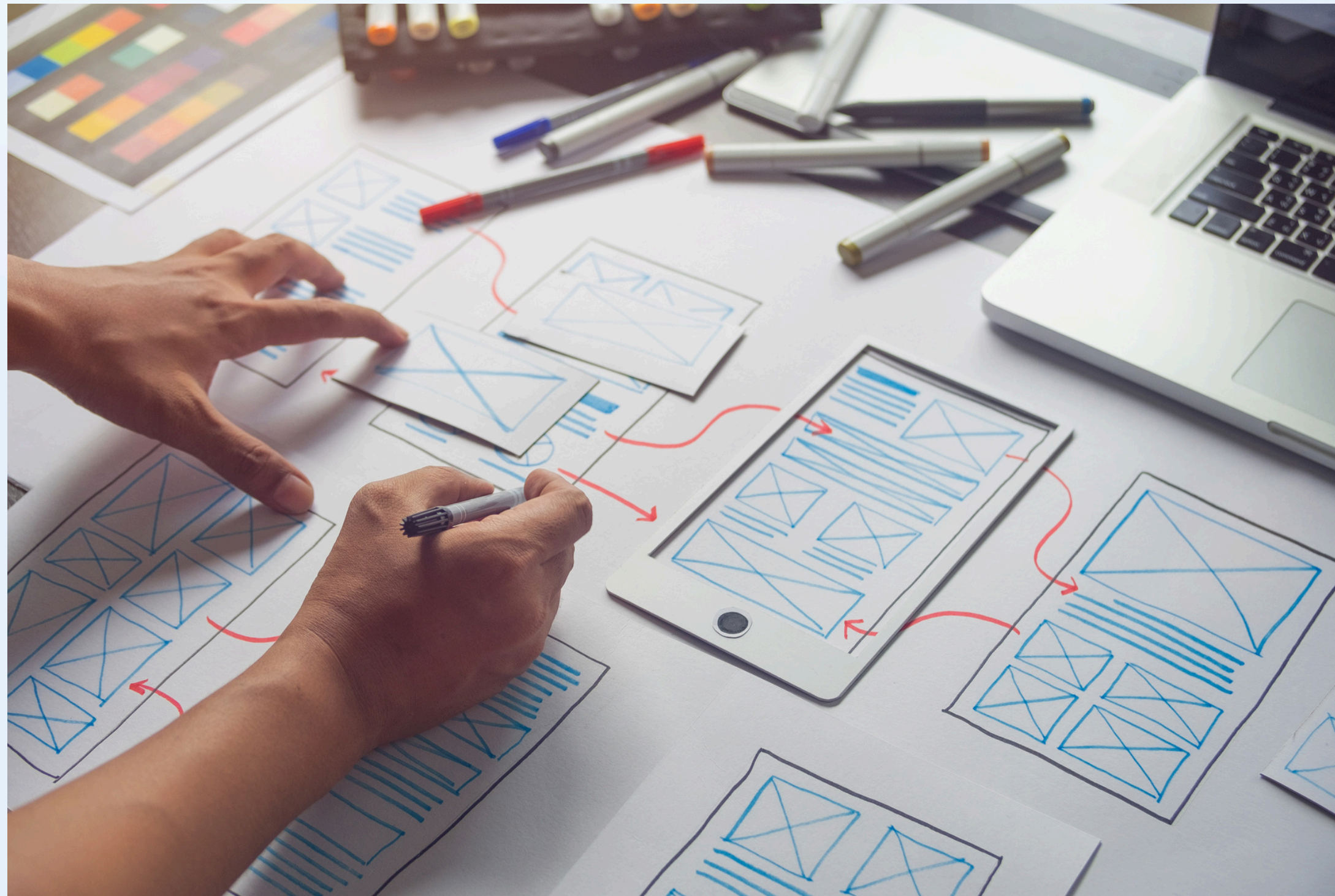


Web design focuses on the visual and user interface aspects of a website, while web development focuses on the technical implementation and functionality.



Both disciplines are essential for creating a successful website, and they often work closely together to achieve the desired result.

Web Design Process



Planning and Strategy (Discovery Phase) 📝

What is the goal? Who's the target audience?
Why need a Website? What problem are we trying to solve with a website?

Wireframe (User Experience) 📄

Creating a solid foundation for the website's user experience, ensuring that it meets the needs of both the client and the end users.

"No-Code" Development 🖥️

It simplifies the development process, reduces costs, and empowers non-technical users to bring their ideas to life.

Proposal and Payment 📄 \$

→ Submitting a detailed project proposal, finalizing the contract and payment terms, and receiving an initial payment are key steps for successful collaboration.

Design (User Interface) 🎨

→ Designing website visual elements to match the client's brand and goals by incorporating colors, typography, and imagery from wireframes and user concepts.

Test and Launch 🖥️ 🎉

→ Ensures that the website meets the client's requirements and provides a seamless user experience for visitors.



By following a systematic approach and paying attention to detail, web designers can create websites that meet the needs of their clients and engage their target audience.



Continuous learning and adaptation to new technologies and trends are essential to staying relevant in the field of web design.

Web Design Key Components



Creating Engaging and Effective Websites

Visual design encompasses various elements, including layout, colors, typography, and images, all of which play an important role in creating a visually appealing and user-friendly website.



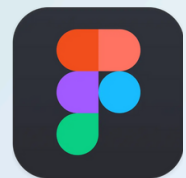
Design has Rules, Techniques, and Guidelines

You just have to FOLLOW them...



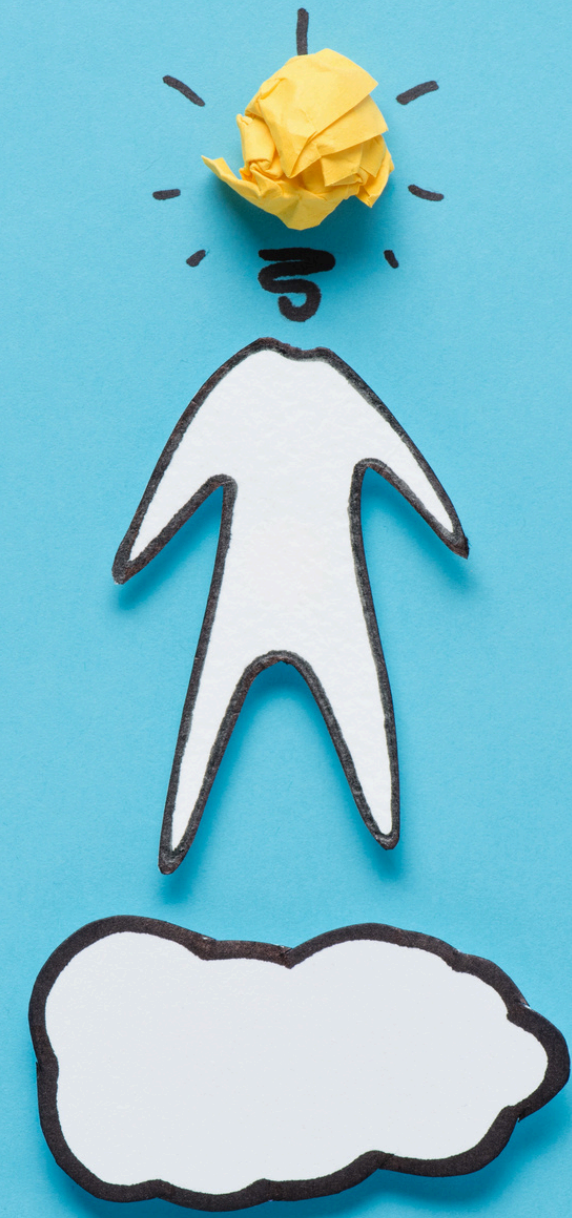
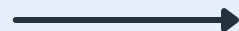
Don't Let Your Tools Rule Your Designs

You won't be able to design well just by learning Canva, Figma, or Photoshop.



Design is a MENTAL SKILL

Creativity is not only about the artistic aspect but also about the view. It involves looking at things in a different way.



Key Components of Web Design

01 - Layout

02 - Typography

03 - Colors

04 - Images



Layout

01 – Alignment and Grid System

02 – Visual Hierarchy

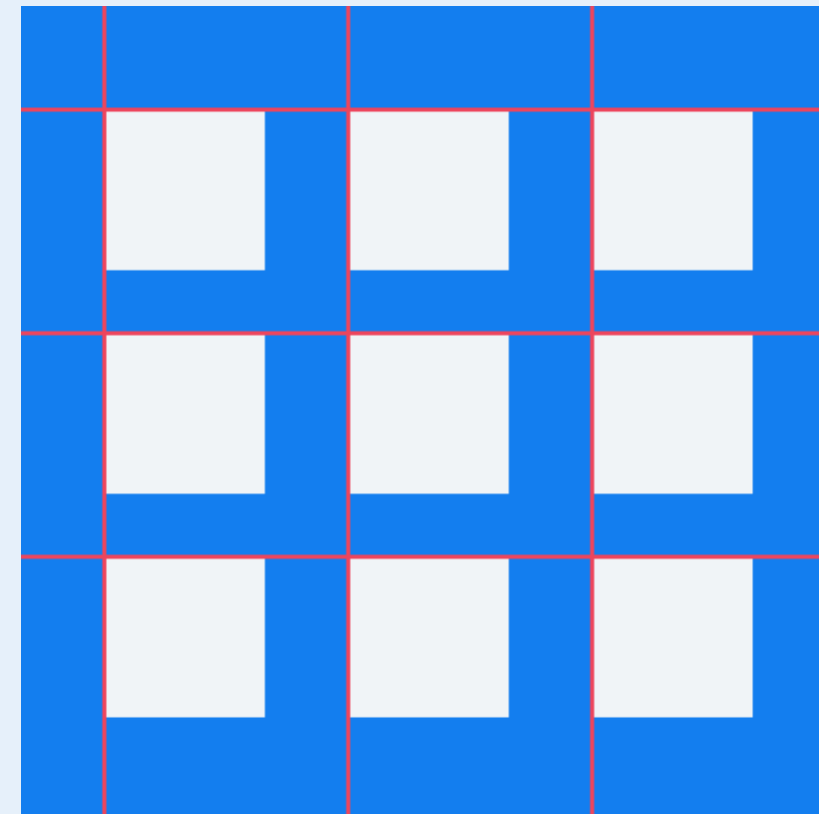
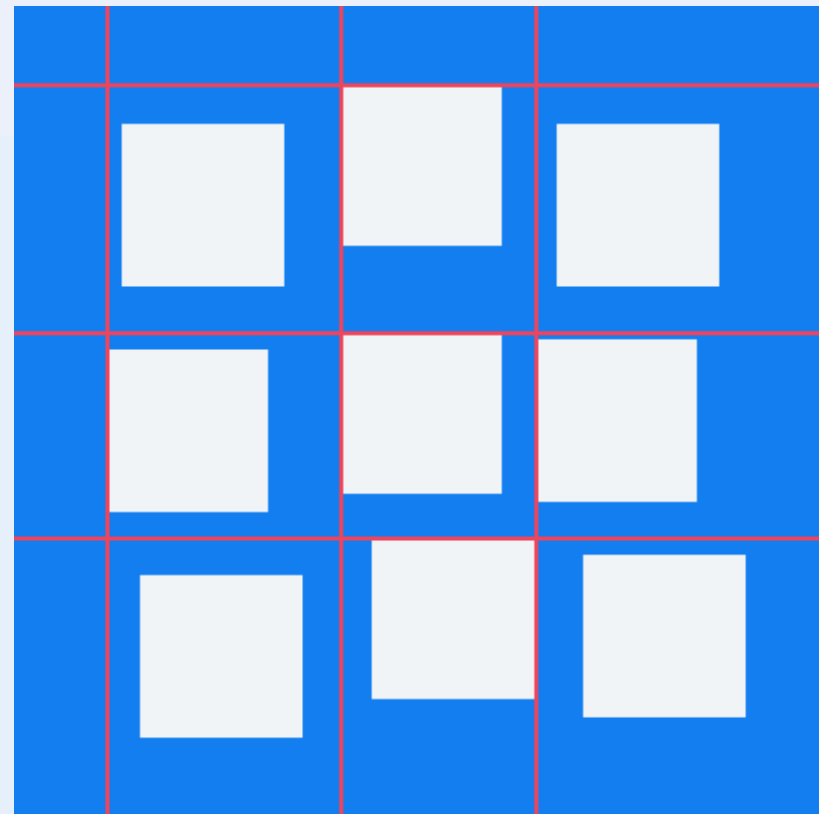
03 – White Space



Alignment



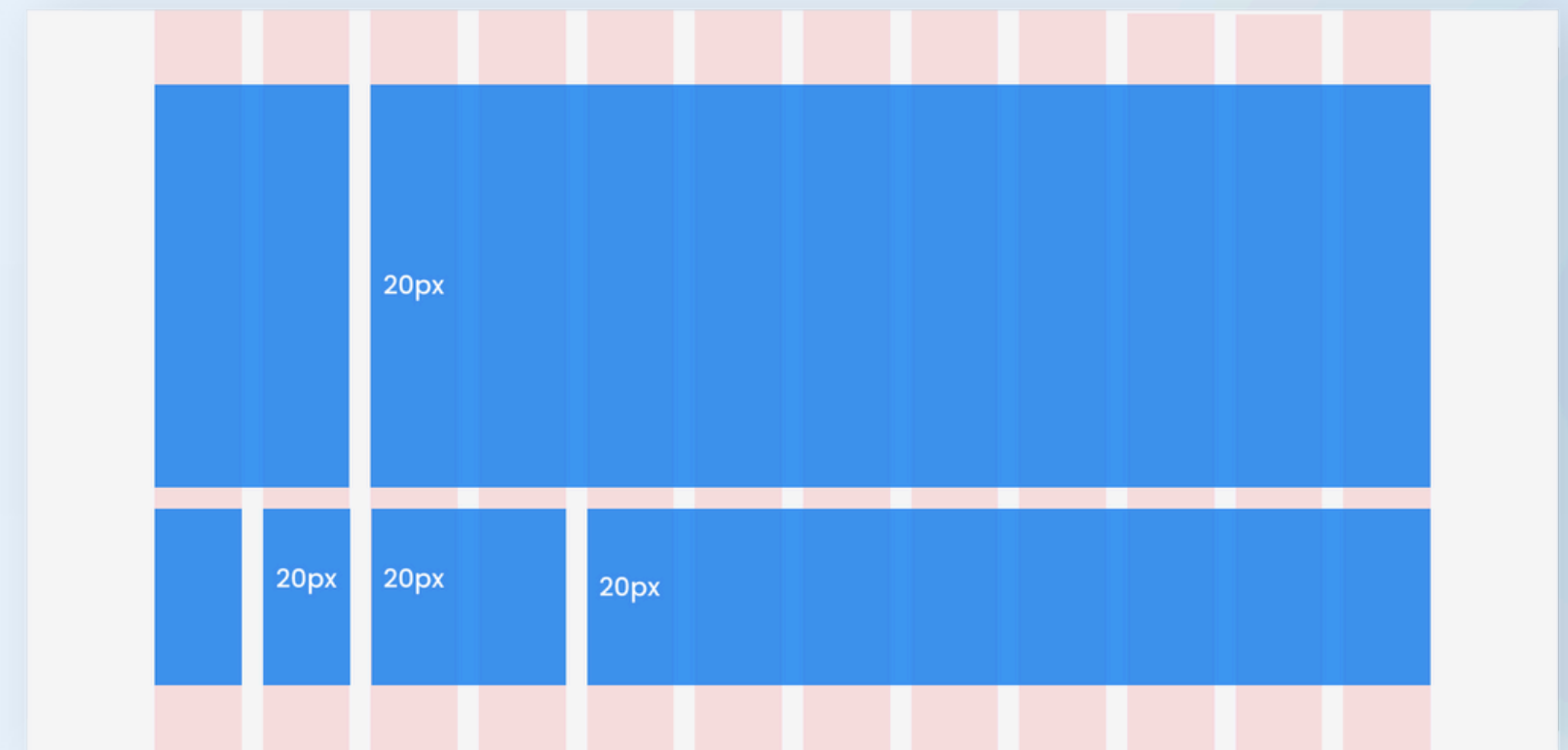
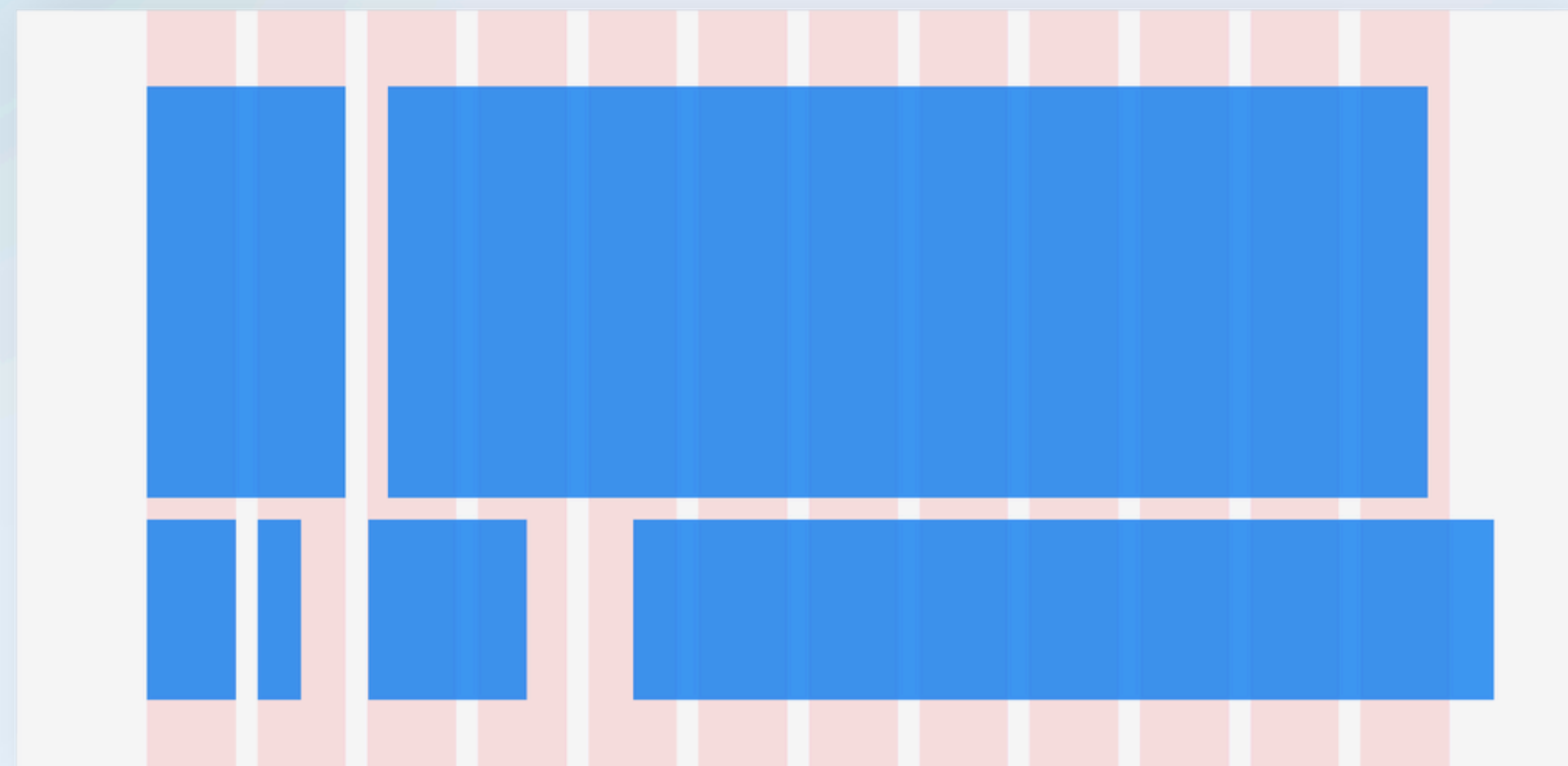
Just a simple alignment can make something look designed.
On the other hand, misalignment will make it look bad.



Grid



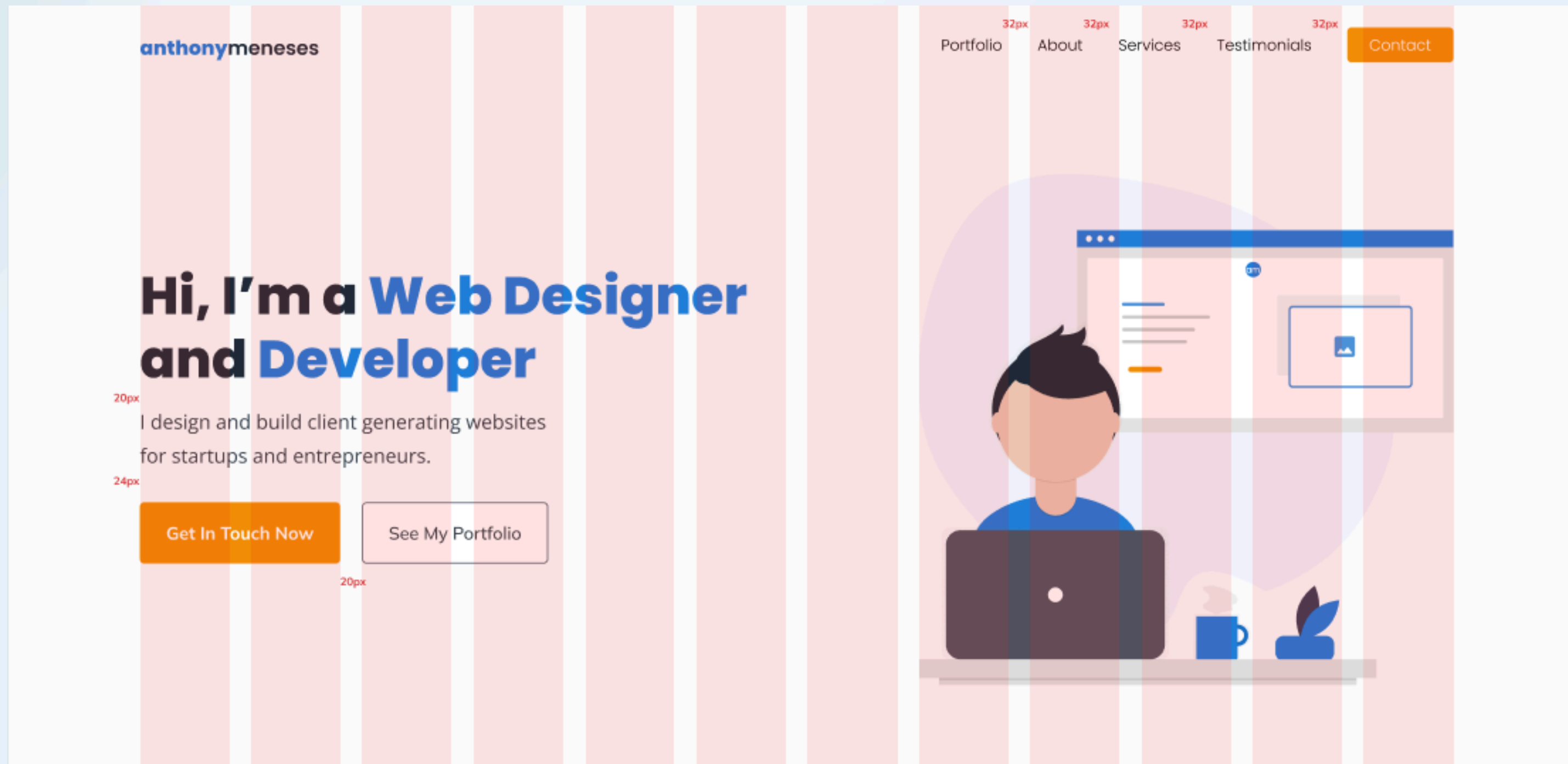
Design organization achieves consistency in spacing, alignment, and visual hierarchy by arranging visual elements and typography.



4-Point Grid System



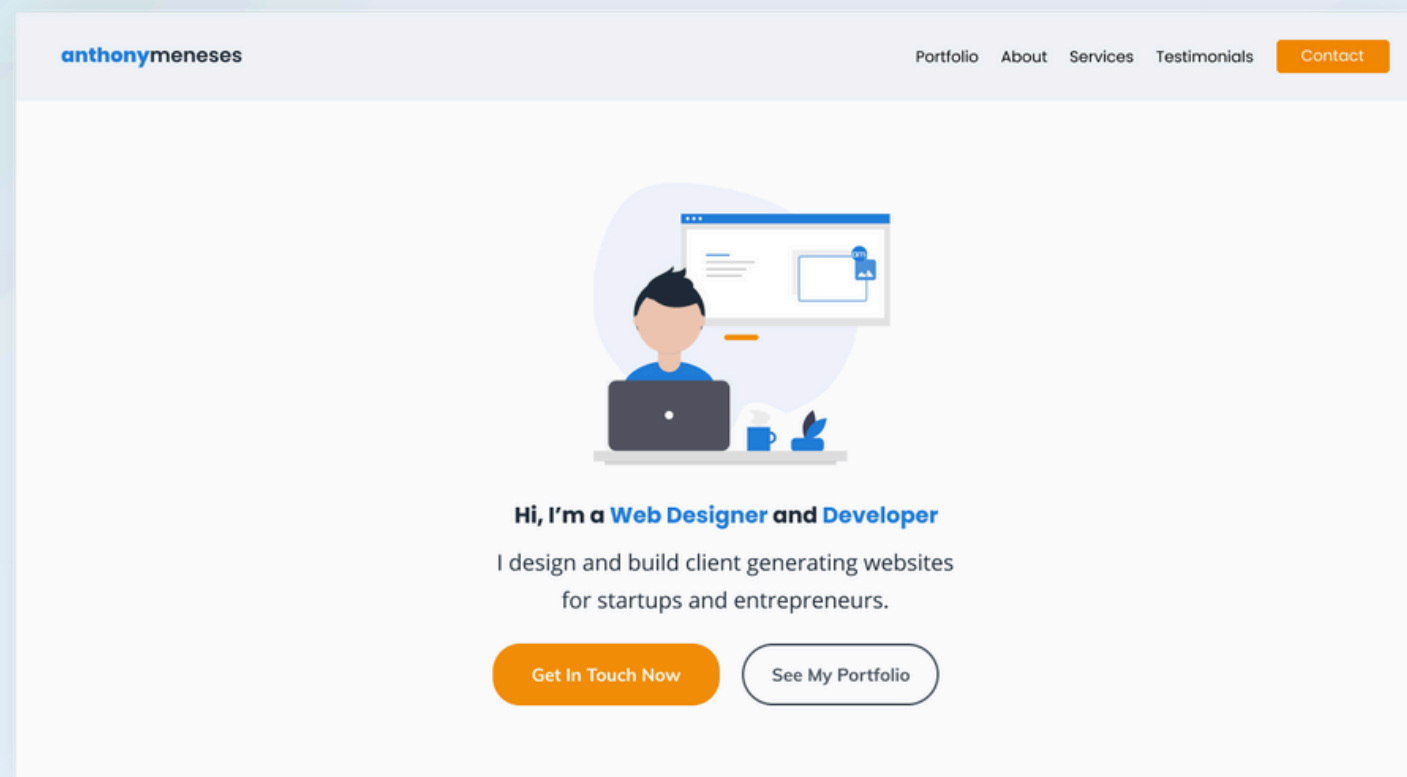
A grid framework where element heights are divisible by 4 creates balance and alignment, improving visual appeal.



Visual Hierarchy



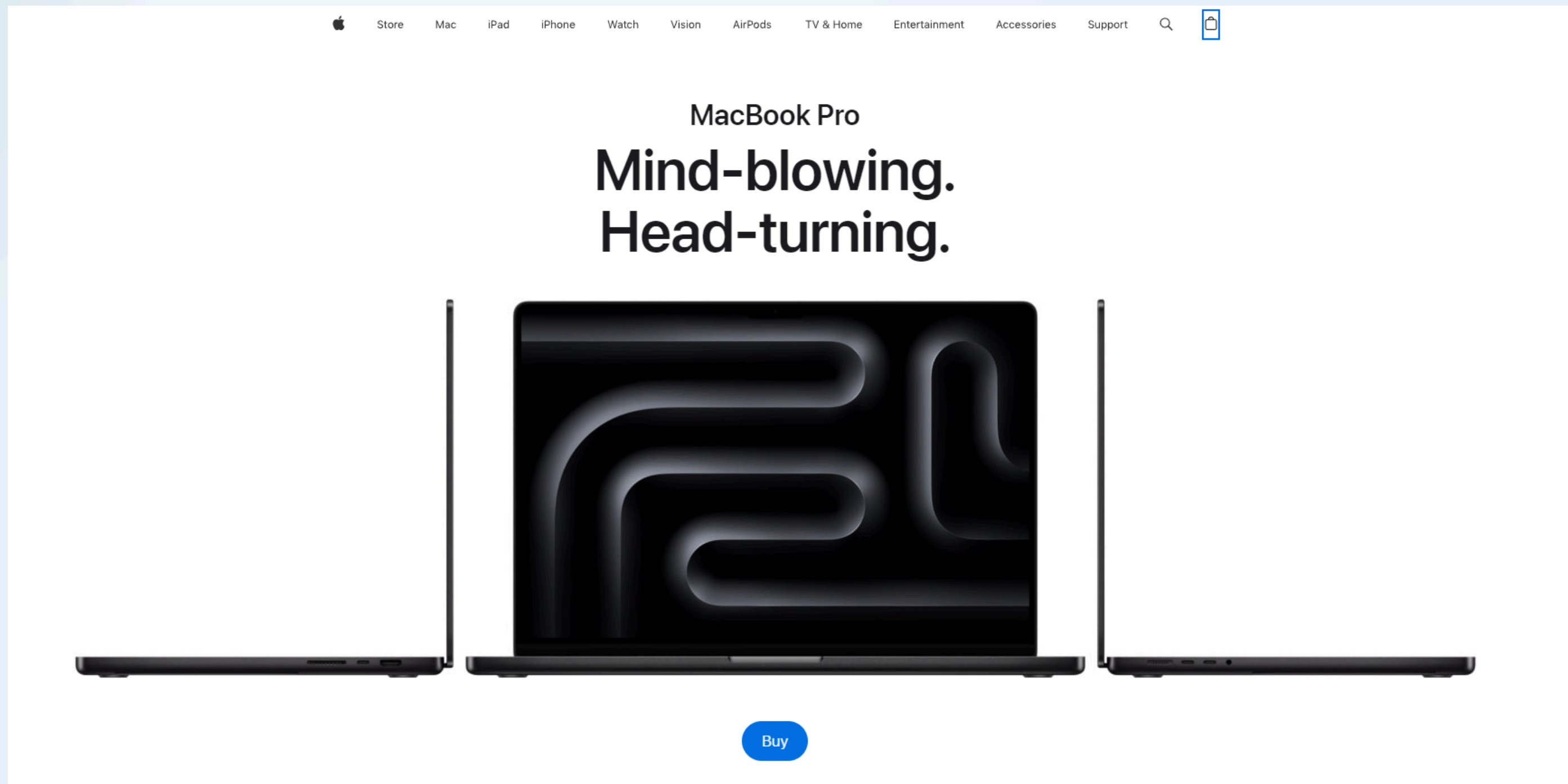
Organizing elements by importance aids in digesting information as we can only concentrate on one thing at a time.



White Space



Negative space, or the empty space around content on a web page, is essential for balancing design, organizing elements, and enhancing the user's visual experience.



Typography

01 - Typeface Categories

02 - Font Size and Spacing

03 - Consistency is Key



Typeface Categories



Each typeface has a personality. There are certain classifications that each typeface falls under: Serif, Sans Serif, Display, Handwriting, & Monospace

Serif **San Serif** **Slab Serif**

Display *Handwriting*

Overall General Category



S

SERIF

S

SAN SERIF

Those tails on the letter are called Serifs. In French, "sans" means "without". So "Sans Serif" mean "Without Serif".



SERIF

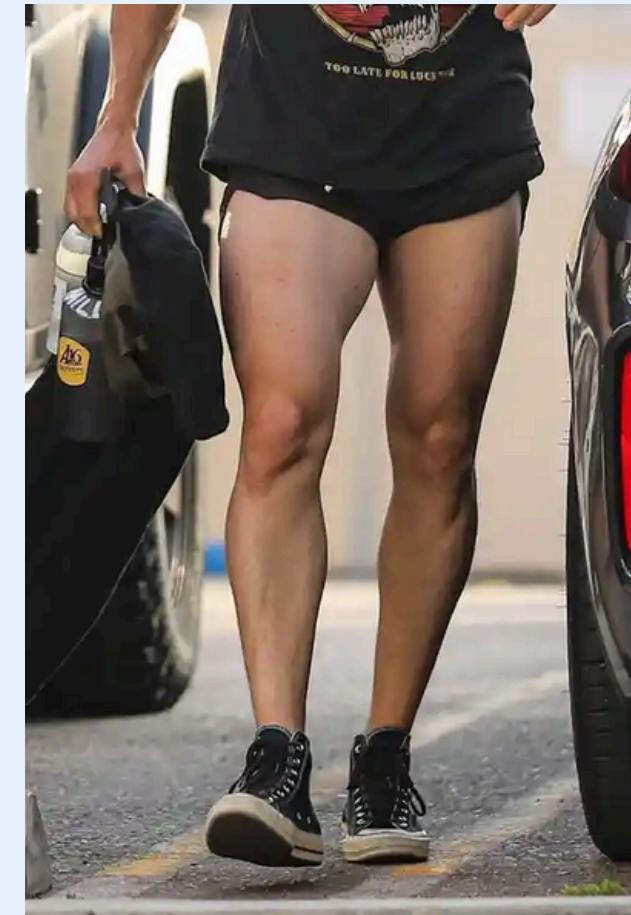


SAN SERIF

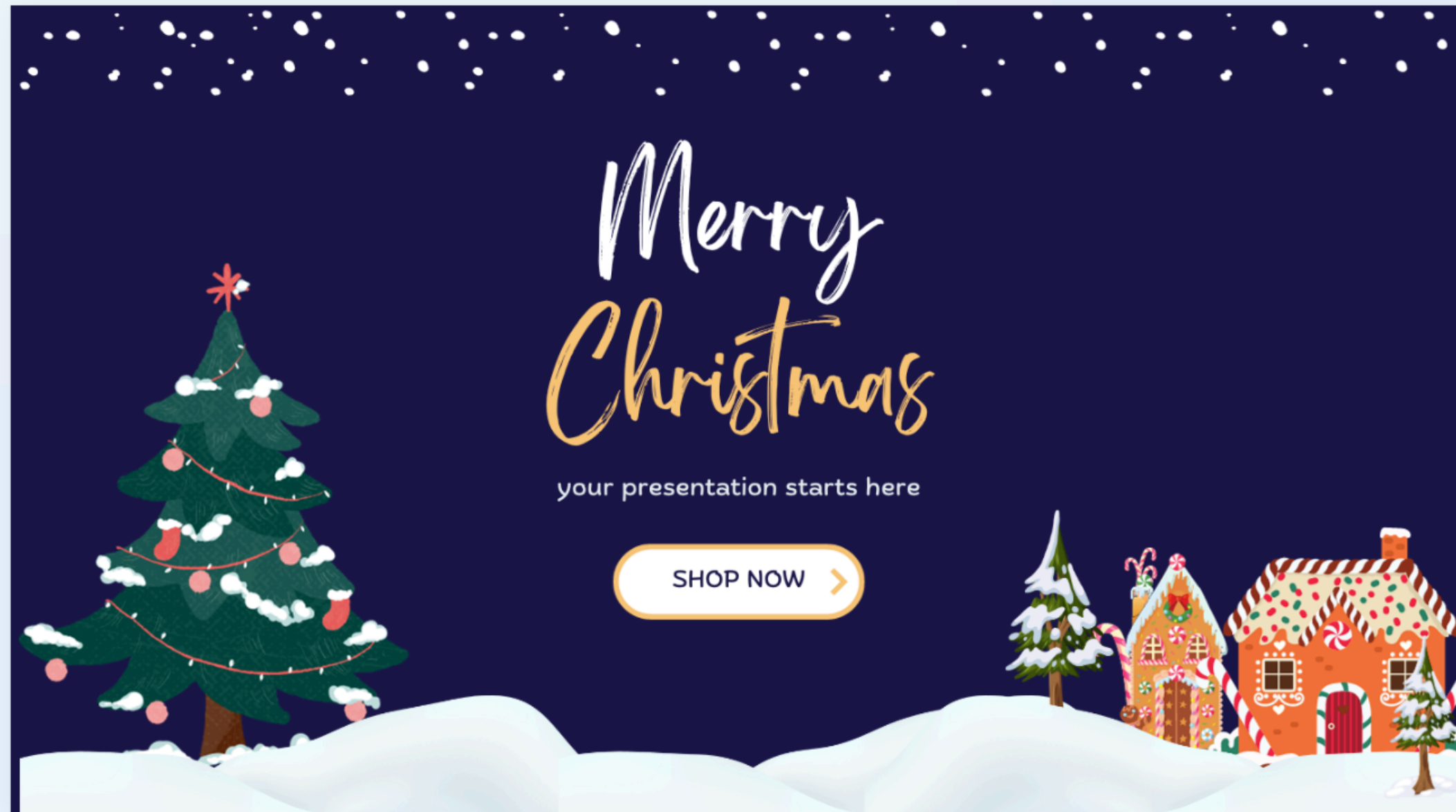


Why Important?

As **IMPORTANT** as choosing the right outfit
for the right occasion.



Brightwall typeface

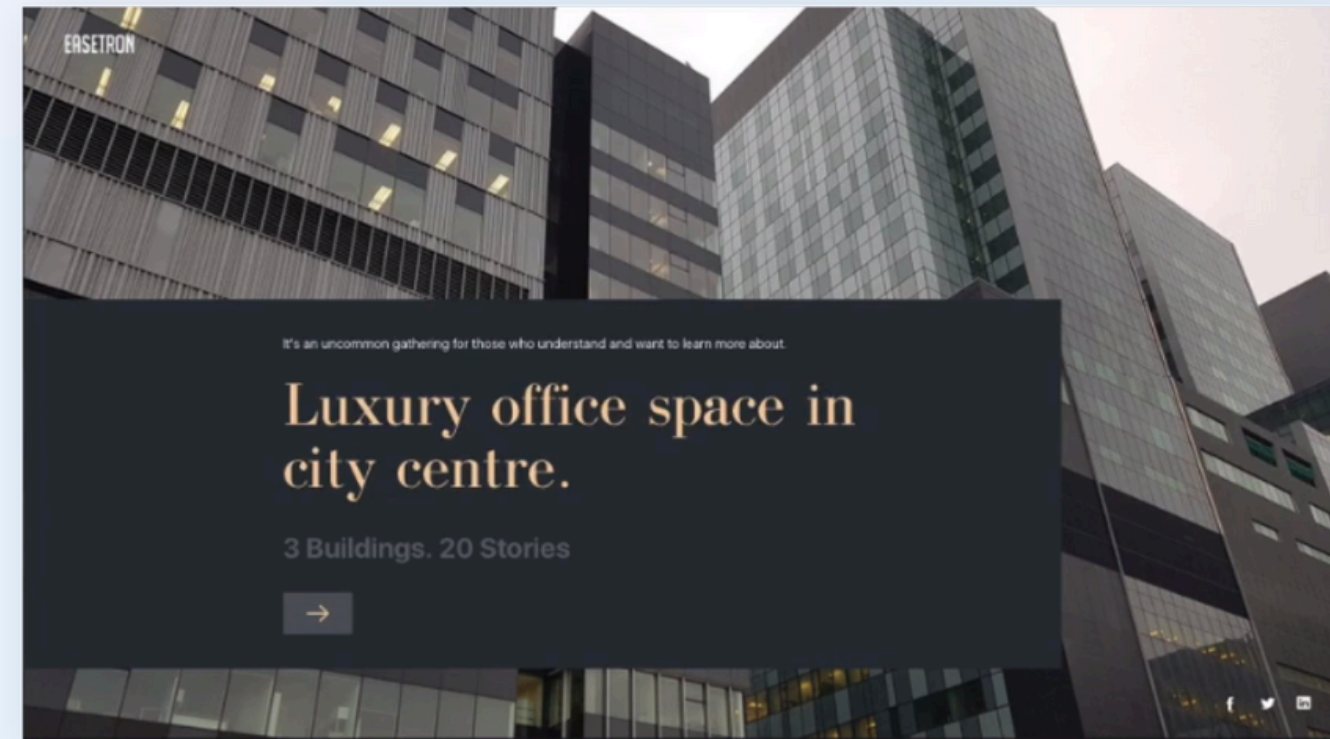
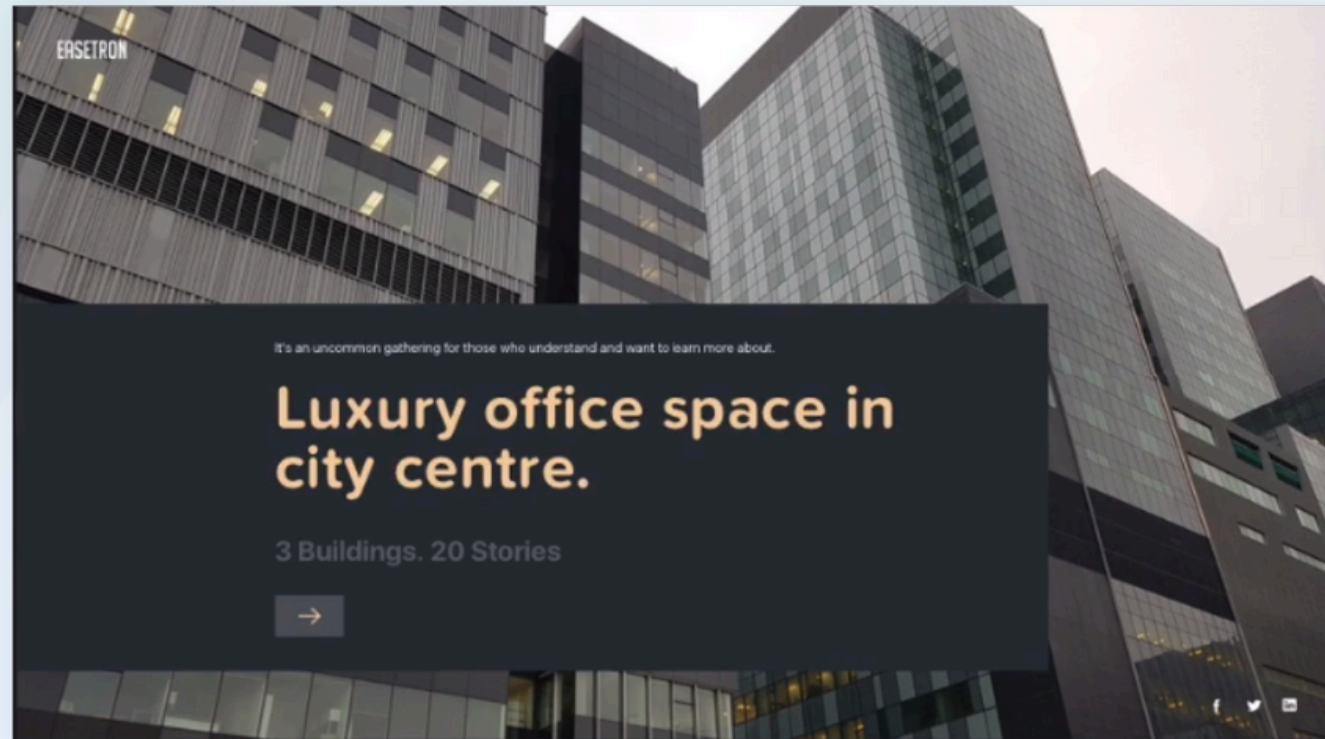




Why is this the case?

Brightwall, a script font with thin letters and subtle accent lines, is an elegant typeface that is perfect for holiday designs.

Bodoni typeface would be an excellent FIT for this page.
Classic looking typeface. It looks serious, strict,
and fancy, yet modern.



Font Size and Spacing



Size matters. Make sure your text is big enough to read comfortably, even on small screens. Too small, and people will squint.



Letter Spacing



It is a property that increases or decreases the space between characters in a text. We can set it very wide to produce a panoramic effect or even make it very tight.



Line Height



The spacing between the lines of text. Giving more height will make it more readable for the audience but if it's too close to each other, reading might become a problem.



110%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ut odio hendrerit, maximus velit in, sollicitudin mi. Ut facilisis et dolor eu ornare. Vestibulum tincidunt molestie augue sed iaculis.



170%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ut odio hendrerit, maximus velit in, sollicitudin mi. Ut facilisis et dolor eu ornare. Vestibulum tincidunt molestie augue sed iaculis.



Website visitors tend to scan text rather than read it

They are just scanning for **keywords** and **phrases**, to find what they are looking for, or to decide if the website is relevant for them altogether.



Consistency is Key

When choosing typefaces for your projects, there is one **IMPORTANT RULE** to remember. First, for each project, use **no more than two typefaces**.
Second, **make sure they're *different***.



Why Two?...



Because using
too many fonts
is overwhelming!

Best Typography Tools and Resources

- **Google Fonts** – Offers a library of free and open-source font families.
- **Font Pair** – A simple tool that helps you pair Google fonts together.
- **Fonts Ninja** – A browser extension lets you identify and find out what fonts are being used on any website.
- **Font Joy** – An AI tool that helps you create font combinations with a pleasing contrast.





If you use one font for your headings, use the same one throughout.
Consistency makes your website look professional.



By carefully selecting and implementing typography, designers can enhance readability, establish hierarchy, and convey the brand's personality.

Colors

01 – Color Psychology

02 – Color Schemes

03 – Accessibility and Color Contrast



COLORS can make or break any Design

We are attracted to the colors that we like, and quite turned off away by those that we don't.

Be it Web Design or other products, like bags, clothing, food, etc...

We might see the best design product, but if we don't like the color, we're not buying it.



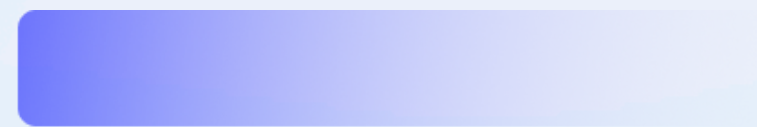
Color Psychology



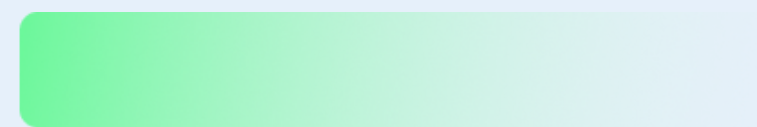
Understanding color psychology is essential in web design since colors evoke particular emotions and associations in users.



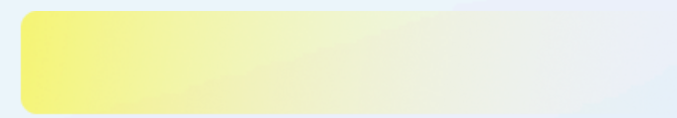
Red energy, passion, intensity



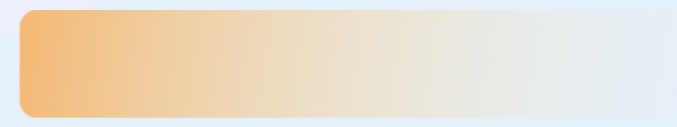
Blue calmness, trust, reliability



Green nature, growth, harmony



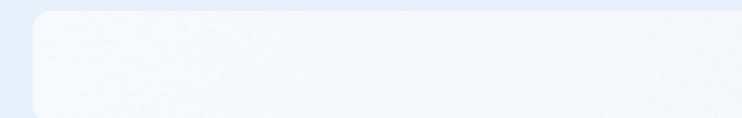
Yellow happiness, optimism, energy



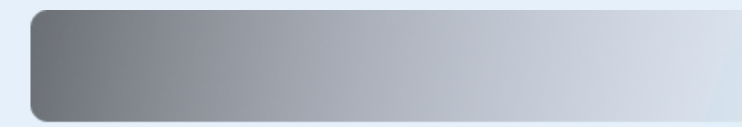
Orange enthusiasm, creativity, excitement



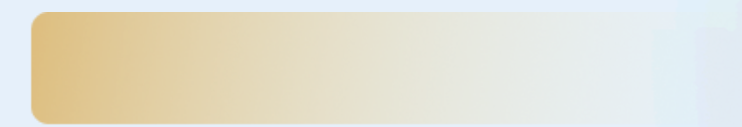
Pink femininity, romance, sensitivity



White purity, simplicity, and cleanliness



Black power, classic, sophistication



Gold prestige, luxurious, glamorous



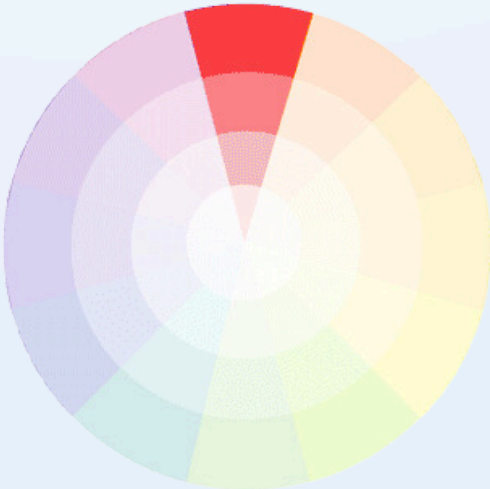
Unlike *any* other creative work

Colors can't really be owned by anyone. So designers borrow colors from each other all the time.

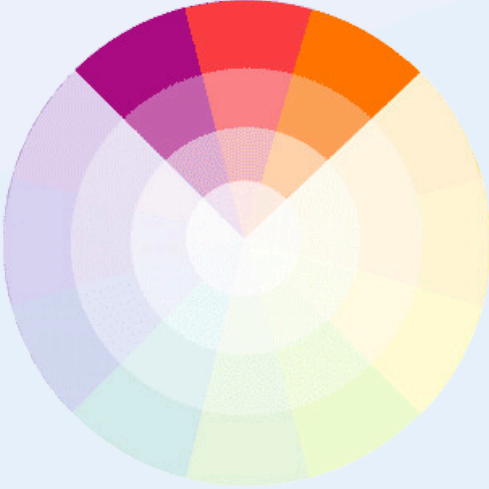


Color Schemes

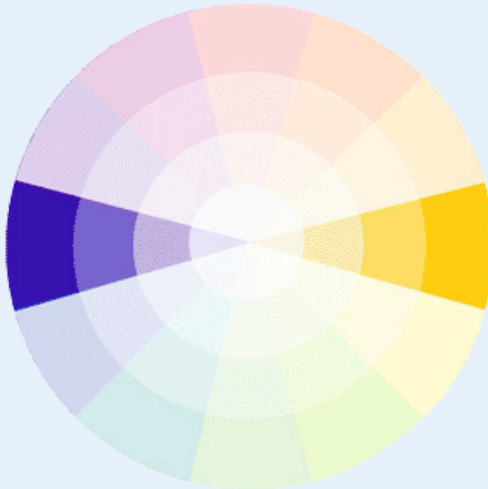
Choosing the right color scheme is important in web design to improve visual appeal. Three common color schemes are:



Monochromatic



Analogous

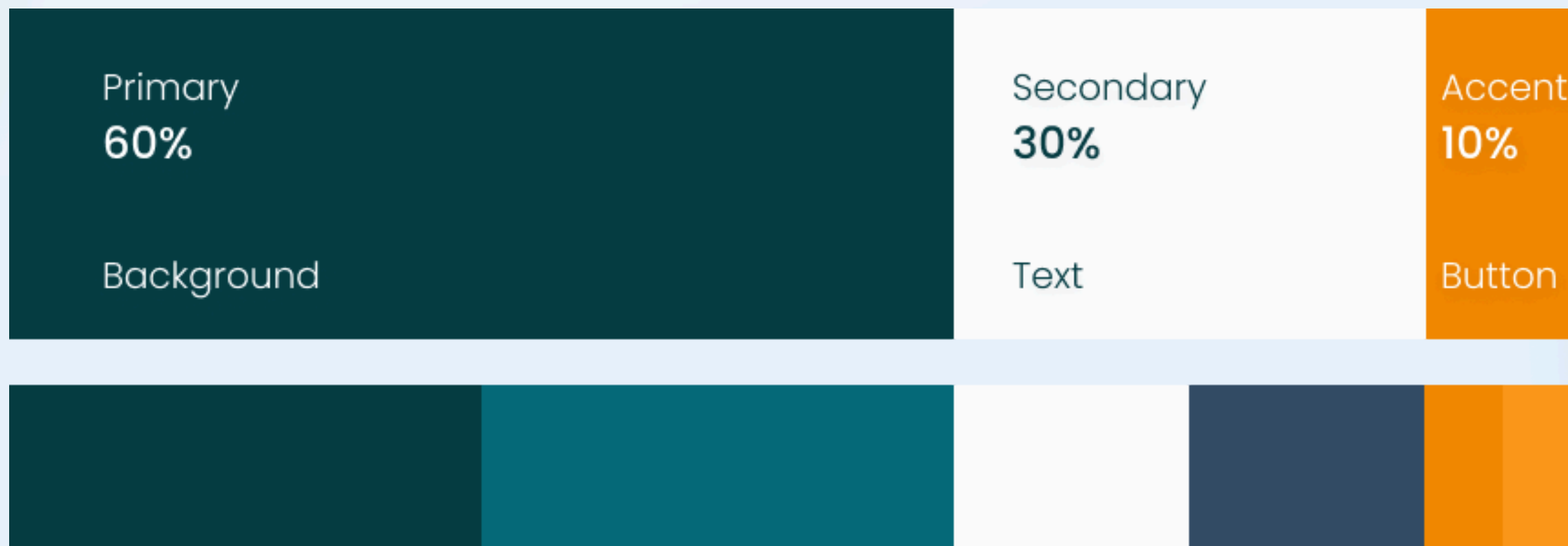


Complementary



60-30-10 Rule

Offers a specific framework for applying those colors in terms of proportion. This will help harmonize your color scheme and make a well-balanced interface design.



Choosing Colors



Often, we don't get to choose our own colors for the project because the business owner already has a brand.

Brand Style Guide for **Brand Name**

Colors

Regular	Hover	Regular	Hover	Regular	Hover	Mono 1	Mono 2	Mono 3	Mono 4
#133ABD	#0F309F	#7BEA8D	#71D891	#111210	#282A25	#707070	#898989	#F0F0F0	#FAFAFA

Typography

Aa Poppins Bold Semibold Medium Regular Light A Quick Brown Fox Jumps Over The Lazy Dog	Aa Roboto Black Bold Medium Regular Light A Quick Brown Fox Jumps Over The Lazy Dog
--	--

Paragraph

Headline Text
As a business owner or manager, the decision to opt for offshore software development can be difficult. As anyone who has

If a business is a startup or it doesn't have an established brand guidelines yet, it's not uncommon.

Selecting colors should align with the business's goals, target audience, and the desired mood or message of the website.

Emphasize the importance of creating a consistent and visually appealing color scheme, even if the business is in the early stages of developing its brand identity.



Accessibility and Color Contrast

Designing websites that are accessible to all users, including those with visual impairments, is important.



To guarantee that the text is legible against background colors, the Web Content Accessibility Guidelines (WCAG) suggest color contrast recommendations.



The image shows a screenshot of a color contrast checker tool. On the left, there are two input fields: 'Text color' with the value '#FFFFFF' and 'Background color' with the value '#073D45'. Below these is a 'Contrast' section with a large green box displaying the score '11.92' and the rating 'Very good' with five stars. Underneath, two smaller boxes show 'Small text' with three stars and 'Large text' with three stars. At the bottom, a note states: 'Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)'. On the right, a dark green rounded rectangle contains the text 'Quote n. 28' in white, followed by the quote 'When I was a boy I was told that anybody could become President. Now I'm beginning to believe it.' and the name 'Clarence Darrow' in white.

Reference: colors.co/contrast-checker

To ensure inclusivity and comply with accessibility standards, designers need to pay attention to color contrast ratios while designing websites.



Text color: #FFFFFF

Background color: #073D45

Contrast: 11.92

Very good ★★★★★

Small text ★★★ Large text ★★★

Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)

Quote n. 28

When I was a boy I was told that anybody could become President. Now I'm beginning to believe it.

Clarence Darrow

Reference: colors.co/contrast-checker

Best Colors Tools and Resources

- **Colors.co** – Allows you to explore palettes created by other users, which can be a great source of inspiration.
- **Color Contrast Checker – Colors** – This tool follows the Web Content Accessibility Guidelines (WCAG), which are a series of recommendations for making the web more accessible.
- **Colormind** – Generates color palettes using AI, based on the most popular combinations

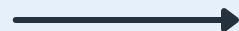


Images

01 – Image Selection and Quality

02 – Where to Find Images

03 – Optimization and Performance



Major Ingredient to making BEAUTIFUL DESIGNS

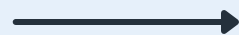
Are something you'll be dealing with a lot as a WEB DESIGNER.

They can greatly impact a website's aesthetics, engagement, and user experience.



The Beauty of Well-Chosen Photo

With the right photo and the well-placed typography, you can achieve truly stunning results.



Think About Your Audience

Use images that connect with the people you want to reach. If you're a food blogger, yummy food photos are a must!



Image Selection and Quality

Designers need to select high-quality, relevant photos that align with the website's **PURPOSE** and **AUDIENCE**.

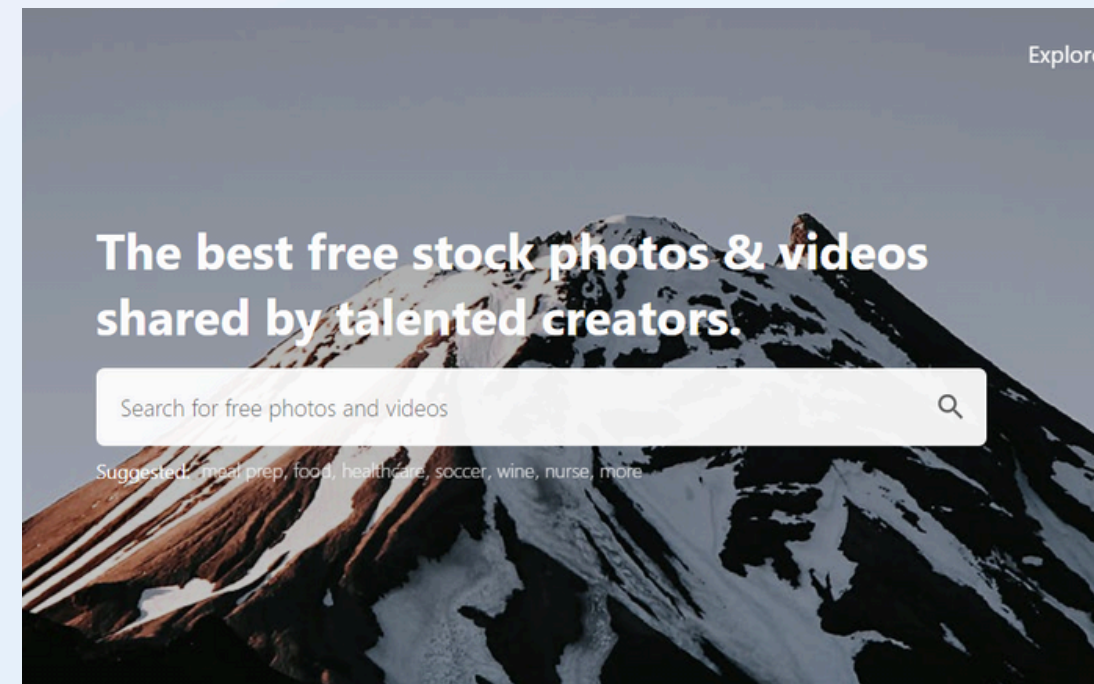
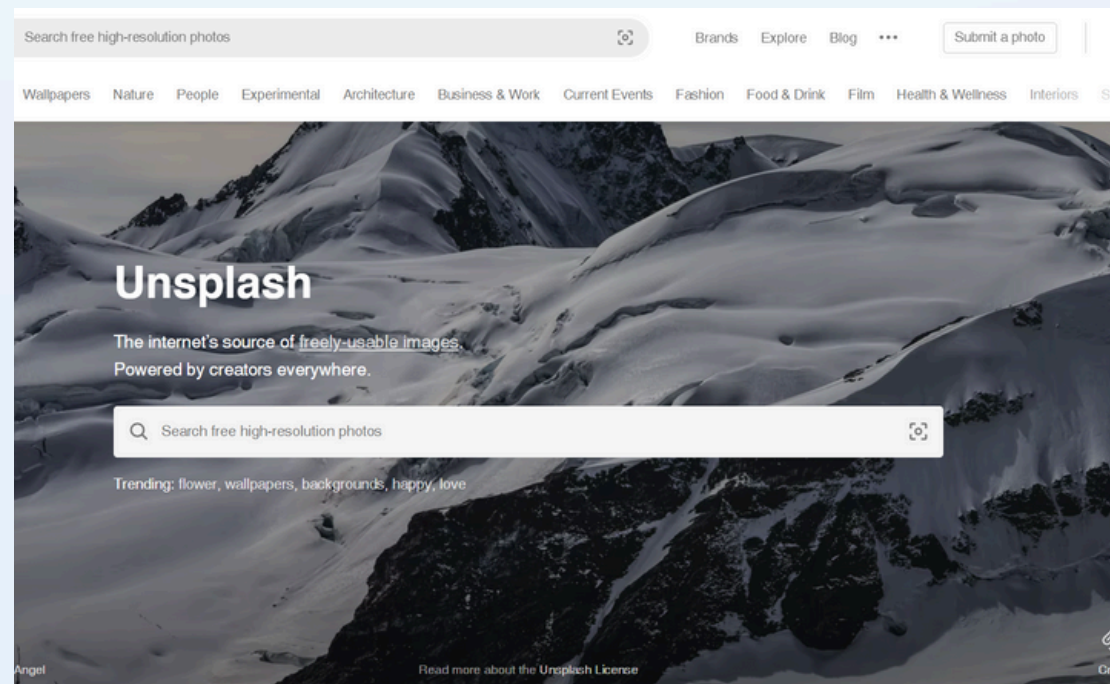
This includes considering factors such as resolution, image dimensions, and file formats to ensure **fast loading times** without *compromising* **IMAGE QUALITY**.



Where to Find Images



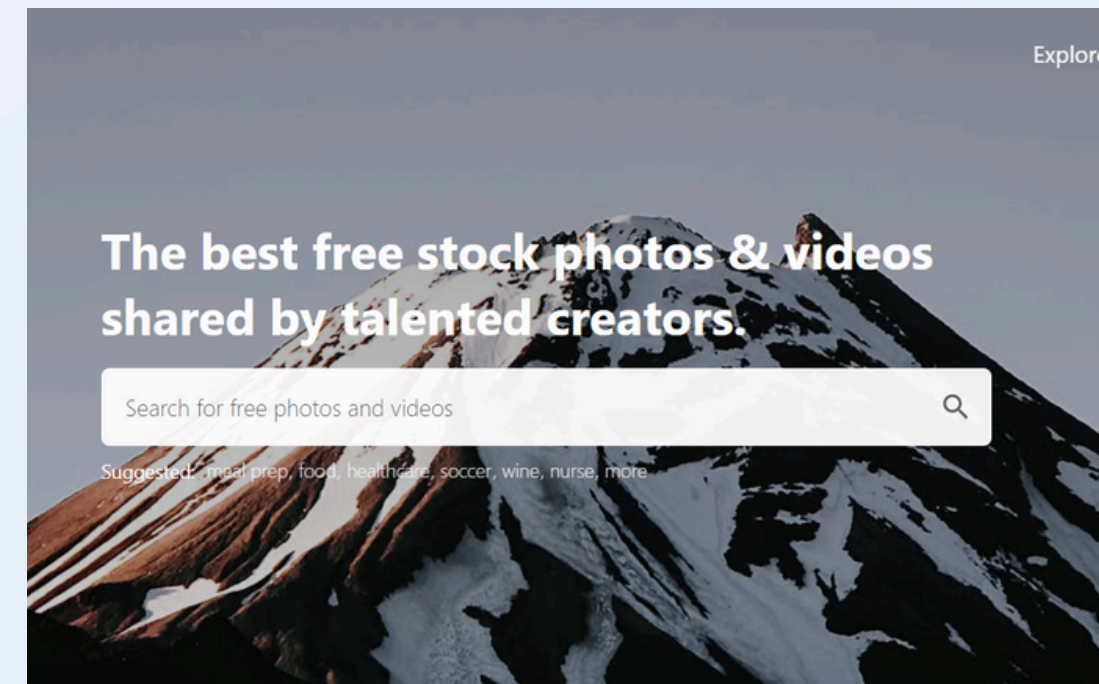
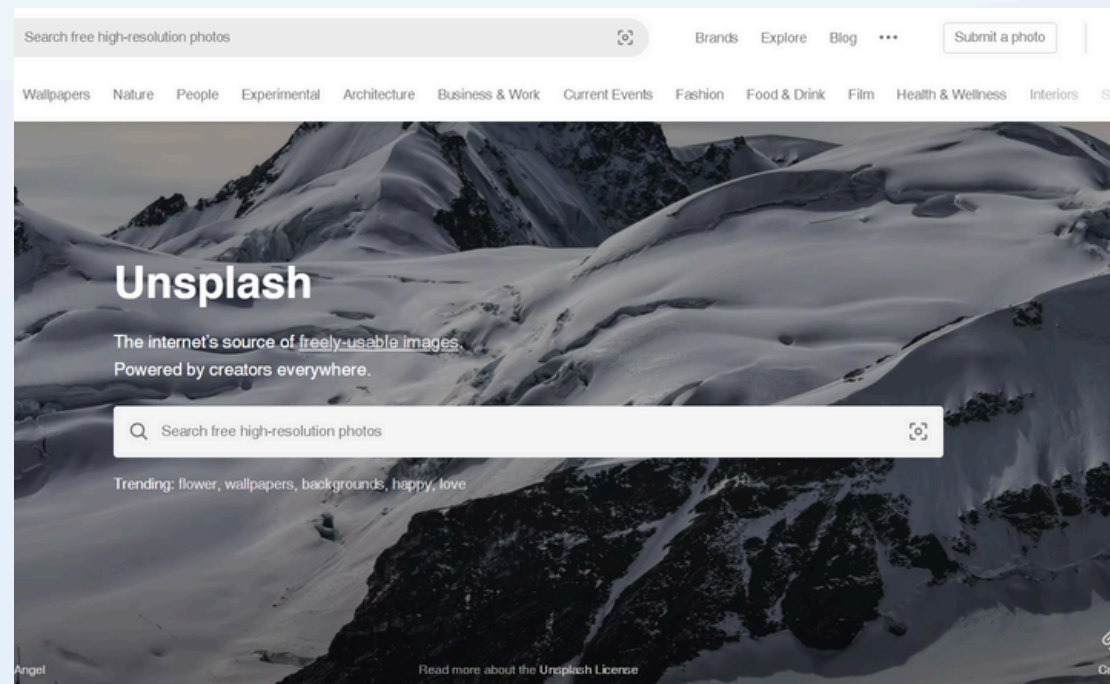
Finding the right images for your website can be a creative and enjoyable process. **Popular FREE options** for stock photos are Unsplash, Pexels, & Pixabay.



Where to Find Images



It's also essential to secure proper licensing or permissions for any images used to avoid copyright issues.



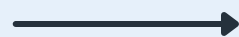
More Free Stock Photo Resources

- Unsplash
- Pexels
- Pixabay
- Gratisography
- Freepik
- Vecteezy
- Adobe Stock
- and MORE!



Best Free AI Image Generators

- **Image Creator from Microsoft Designer (formerly Bing Image Creator): Powered by DALL-E 3** – Considered the best overall AI image generator for its high-quality results and ease of access
- **ImageFX by Google:** Recommended as the best AI image generator for beginners.
- **Playground AI:** A free-to-use online AI image creator. Use it to create art, social media posts, presentations, posters, videos, logos and more.



Optimization and Performance



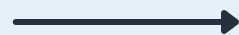
Web designers optimize images for web use by compressing images without sacrificing quality, using responsive image techniques, and employing lazy loading.



Common Image Formats

JPEG (or JPG): Ideal for photographs and realistic images due to its ability to handle a wide range of colors. It uses lossy compression, which reduces file size but can affect quality if compressed too much

PNG: Offers lossless compression, meaning it preserves image quality even after compression. It's perfect for images that require transparency, like logos or graphics

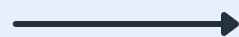


Common Image Formats

GIF: Best suited for simple animations and low-color images. It supports transparency but is limited to 256 colors, making it less ideal for detailed images.

WebP: A modern format that provides high-quality images with smaller file sizes compared to JPEG and PNG. It supports both lossy and lossless compression and can handle transparency.

SVG: A vector format that's great for logos, icons, and illustrations. Unlike raster formats, SVGs are scalable to any size without losing quality, making them ideal for responsive design

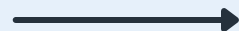


Optimized images improve site performance, enhance user experience, and boost search engine rankings.



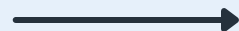
Choosing the Right Design Tool

Choosing the right web design software or tool is important, as it can greatly impact your work, regardless of your skill level.



Popular Design Software

Choosing the right web design software or tool is important, as it can greatly impact your work, regardless of your skill level.



Popular Design Software



This cloud-based design tool has been gaining fast popularity due to its collaborative features and accessibility. It's suitable for both beginners and experts.



Popular Design Software

Canva

Ideal for those new to design, it offers an easy-to-use interface and a variety of templates for creating graphics.





Mastering web design basics like layout, typography, color theory, and user experience is very important for creating well-designed and user-friendly websites.

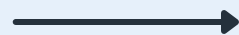


No-Code Development

Introduction to No-Code Website Building

A method of building websites without the need for traditional programming or coding.

It allows individuals with no coding experience to create functional and visually appealing websites using drag-and-drop interfaces and pre-built components.



Introduction to No-Code Website Building

No-code development has gained popularity due to its ease of use and accessibility, allowing users to bring their ideas to life without relying on developers.



The Roots of No-Code Development

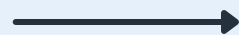
It can be traced back to the early 2000s when platforms like WordPress emerged, revolutionizing the way websites were built and managed.

It introduced the concept of themes and plugins, allowing users to customize their sites with pre-built designs and functionality.



The Roots of No-Code Development

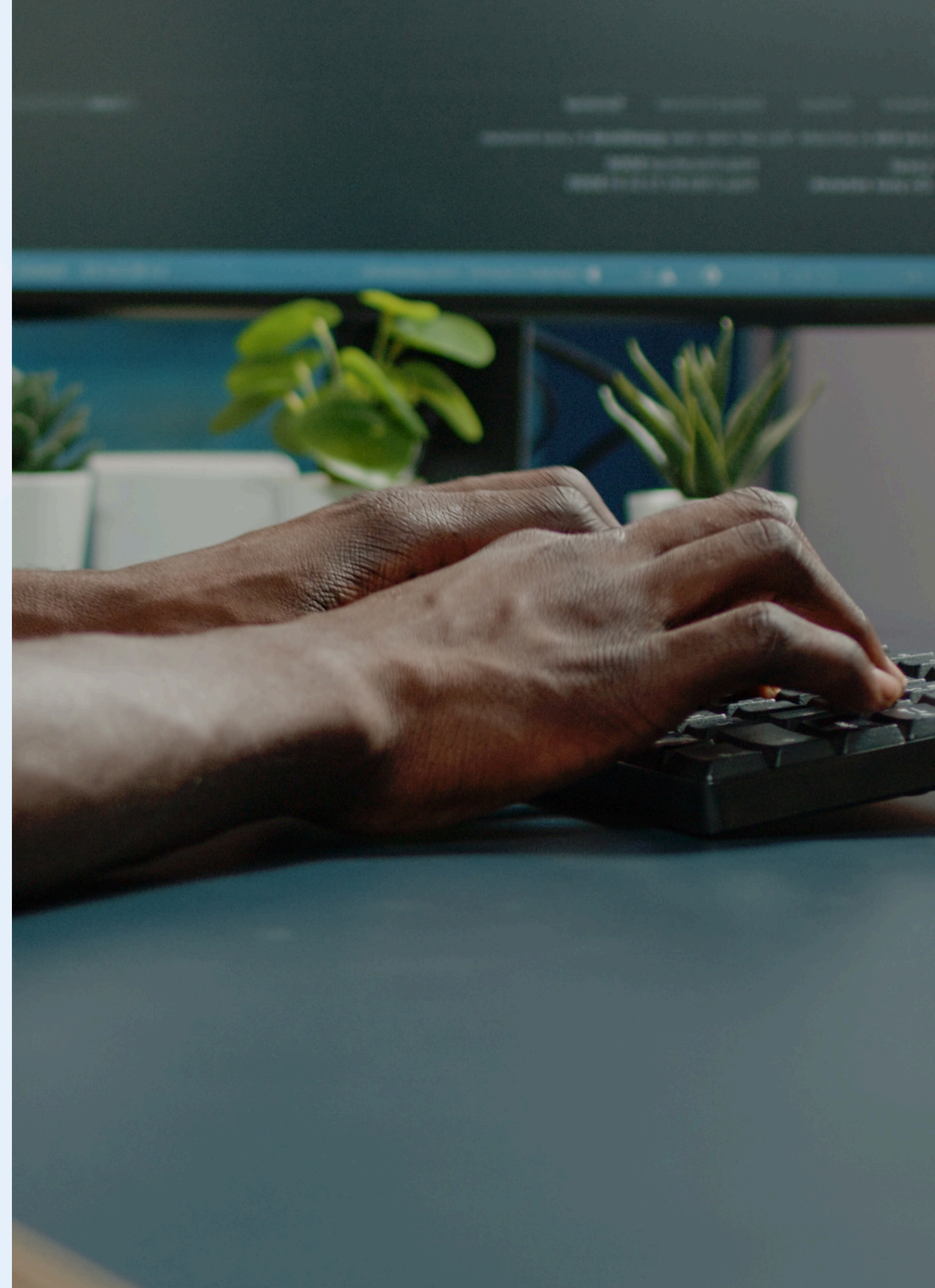
These platforms have democratized the process of creating websites, empowering individuals and businesses to build their online presence without the need for coding skills.



Advantages of Using No-Code Tools

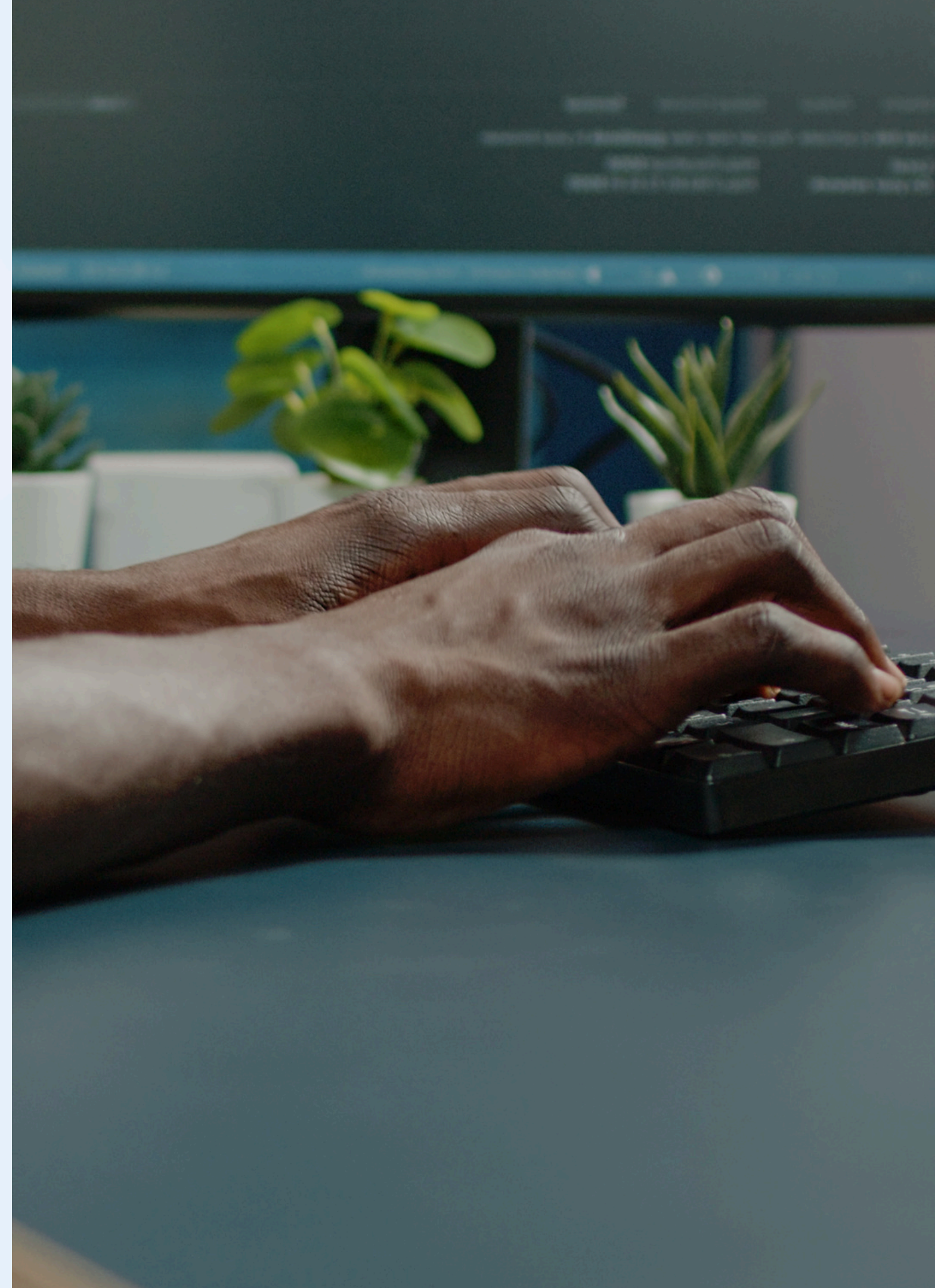
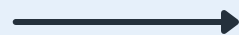
One of the primary advantages of using no-code tools for web design is the speed at which websites can be created.

Without the need to write or understand code, designers can focus on the creative aspects of their projects, resulting in faster turnaround times.



Advantages of Using No-Code Tools

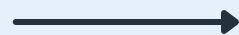
Additionally, no-code tools often come with built-in templates and design elements, making it easy to create professional-looking websites without the need for graphic design skills.



No-Code Website Builders

Several no-code website builders like Wix, Squarespace, and Webflow provide intuitive interfaces, templates, and customization options for users.

Website builders provide drag-and-drop functionality for adding text, images, videos, and other elements easily. Users can integrate third-party tools and plugins to enhance site functionality.



Wix



webflow



SITE123

strikingly

No-Code Website Builders

Several no-code website builders like Wix, Squarespace, and Webflow provide intuitive interfaces, templates, and customization options for users.

Website builders provide drag-and-drop functionality for adding text, images, videos, and other elements easily. Users can integrate third-party tools and plugins to enhance site functionality.



The Transformative Power of AI

AI is revolutionizing the landscape of no-code development, offering unparalleled efficiency and innovation.

From automating design processes to generating code and enhancing user experiences, AI is reshaping how websites and applications are created.



Embracing AI

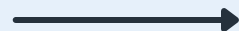
The concern about AI taking jobs is valid, as automation and AI technologies continue to advance.



Embracing AI

However, there are ways to address this problem:

Upskilling: Encourage to acquire new skills that complement AI technologies. You can explore ChatGPT, Relume, Dorik AI, etc...



Embracing AI

However, there are ways to address this problem:

Emphasis on Creativity and Soft Skills: Focus on developing skills that are uniquely human, such as creativity, emotional intelligence, and complex problem-solving, which are less likely to be automated.



Embracing AI

However, there are ways to address this problem:

Implementing AI Ethically: Ensure that AI is used ethically and responsibly, with a focus on augmenting human capabilities rather than replacing them entirely.





By taking these steps, we can harness the potential of AI while also ensuring that it benefits society as a whole, rather than displacing human workers.



Remember that AI is not replacing human developers but acting as powerful assistants, streamlining processes, and enabling more efficient and innovative web solutions

Why You Shouldn't Skip Wireframing in Design



FREE WEB DESIGN COURSE

Learn Web Design the Easy and Simple Way

Interested or intimidated because you're not techy? Watch this to learn everything you need to know about this high-paying skill!

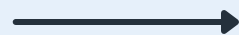
[Watch this Now](#)



Maximizing Design Efficiency

Clarity and Communication: Wireframes and mockups help visualize the layout, structure, and functionality of a website early in the design process.

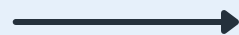
This clarity aids in communication between designers, developers, and clients, ensuring everyone is aligned on the project's direction.



Maximizing Design Efficiency

User Experience (UX) Design: Wireframes concentrate on the layout and organization, enabling designers to emphasize the user journey and information hierarchy without being distracted by visual specifics.

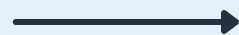
This initial emphasis on UX has the potential to enhance the overall user experience.



Maximizing Design Efficiency

Efficiency and Iteration: Creating wireframes and mockups before diving into full design allows for quicker iterations and refinements.

It's easier and less time-consuming to make changes at this stage than after the design has been fully developed.





Wireframing and mockups remain important in design, aiding idea clarity, communication, and design process efficiency despite the availability of no-code tools.

Design

 Figma *Canva*

No-Code Development

 LOCAL

 **systeme.io**

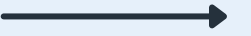
 **WORDPRESS**

 **shopify**

 **elementor**



No-code development revolutionizes web design by enabling easy website creation without coding. Its benefits include speed, simplicity, and customization, appealing to beginners and experts alike.



With advancing technology, no-code development will offer more innovative features, democratizing web design and enabling individuals to realize their creative visions.



How to Attract and Get Clients

How to Attract and Get Clients

Defining your Niche

Optimizing your Online Presence

Leveraging Freelance Platforms
and Social Media



Why Building a Portfolio Matters

Showcasing Your Skills and Expertise:

A portfolio highlights your best work, showcasing your skills and expertise in a visual and tangible way.

Rather than just telling potential clients what you're capable of, showcasing your skill through a portfolio with real examples.



Why Building a Portfolio Matters

The more specific industry or niche, the better it can help you position yourself as an EXPERT and STAND OUT from the competition.

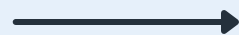


Why Building a Portfolio Matters

Building Credibility and Trust:

In the creative industry, TRUST is EVERYTHING. A portfolio provides proof of your capabilities and achievements.

A strong portfolio showcases your quality of work, creative process, and past successes, instilling confidence and building credibility in your brand or skill.



Why Building a Portfolio Matters

Networking and Opportunities:

A great portfolio can help you leave a lasting impression on potential clients, collaborators, and creative agencies, making it a valuable networking tool.





**What to do if I have NO
EXPERIENCE? 🤔**



Create Personal Projects

Begin by working on personal projects or concept art that align with your interests and career goals. These could be websites, design concepts, or any creative work that showcases your skills.



Remember

Building a portfolio is an ongoing process. As you gain more experience and expand your body of work, you can update and refine your portfolio to reflect your growth and expertise.

BENEFITS of having a website

Establishes a Strong Online Brand Identity:

Having your own Website name makes you more CREDIBLE, immediately building TRUST between your brand and audience.



BENEFITS of having a website

**Entirely Customizable to Suite your
Brand and Business Needs:**

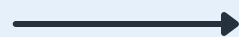
There are much more options regarding the look, feel and features.



BENEFITS of having a website

Increased Potential Clients & Sales:

The more informative your site is, the more visitors you will get, and the higher it ranks across search engines, the more likely you are to make sales.

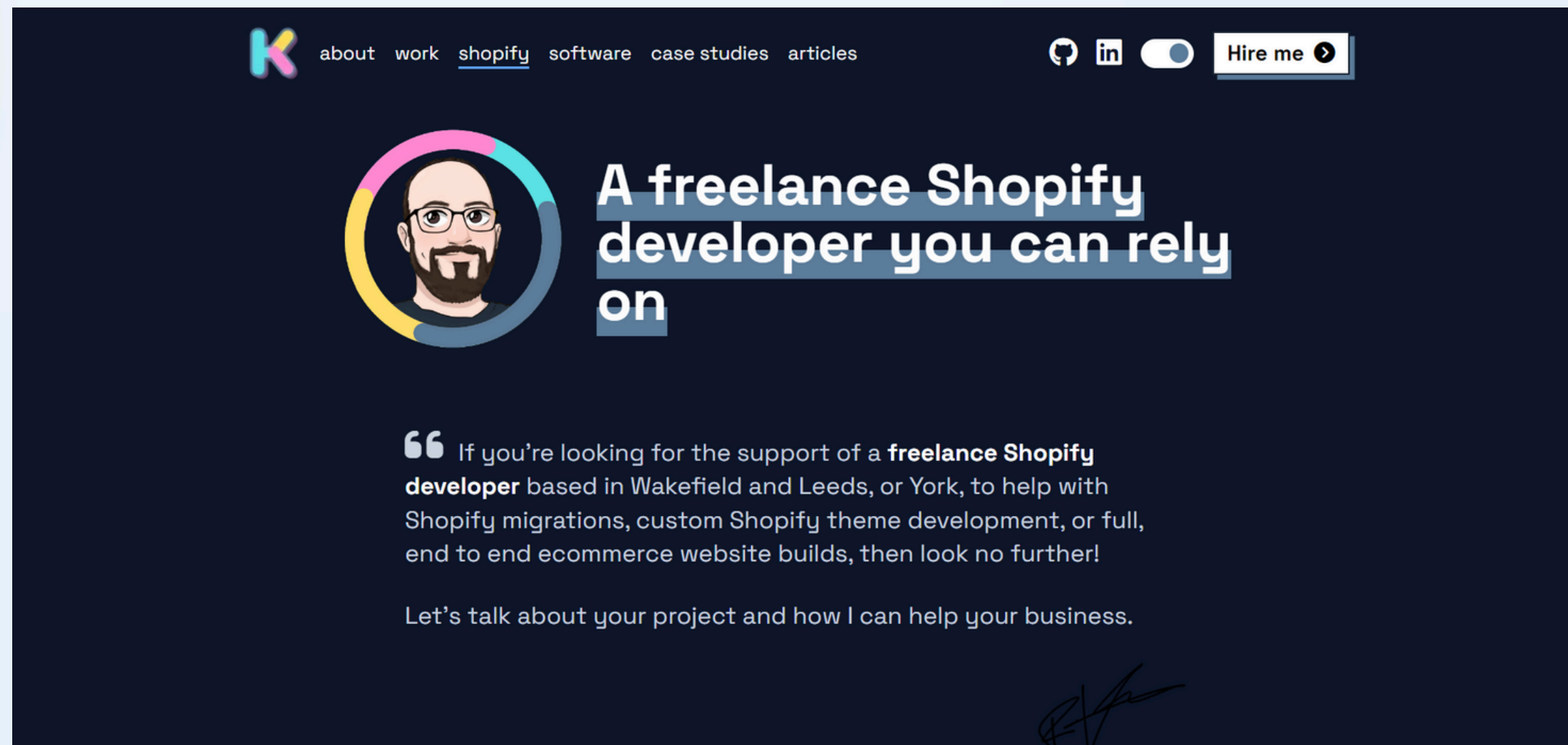




Defining your Niche

Specialize in a particular area, industry, or market in which you focus your freelance web design services. Finding the sweet spot where your passion and skills align with market demand.

Specializing in web design for e-commerce businesses, such as online store design and development, can help build a reputation and attract clients seeking expertise in that area.



The screenshot shows a dark-themed website profile for a freelance developer. At the top left is a logo 'K' with a colorful gradient. To its right are navigation links: 'about', 'work', 'shopify', 'software', 'case studies', and 'articles'. Further right are social media icons for GitHub and LinkedIn, a toggle switch, and a 'Hire me' button with a right-pointing arrow. Below the navigation is a circular profile picture of a man with a beard and glasses, surrounded by a colorful ring. To the right of the profile picture is the headline: 'A freelance Shopify developer you can rely on'. Below the headline is a quote: '“ If you’re looking for the support of a **freelance Shopify developer** based in Wakefield and Leeds, or York, to help with Shopify migrations, custom Shopify theme development, or full, end to end ecommerce website builds, then look no further!'. Underneath the quote is the text: 'Let’s talk about your project and how I can help your business.' At the bottom right of the profile section is a handwritten signature.

Reference: <https://robkendal.co.uk/freelance-shopify-developer/>

List of Potential Markets for Web Designers

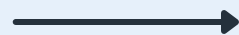
Small businesses

Startups and entrepreneurs

Digital marketing or creative agencies

E-commerce

Health and wellness



List of Potential Markets for Web Designers

Bloggers and content creators

Real estate

Non-profit organizations

Restaurants

Travel and tourism

and MORE!





Optimizing Your Online Presence

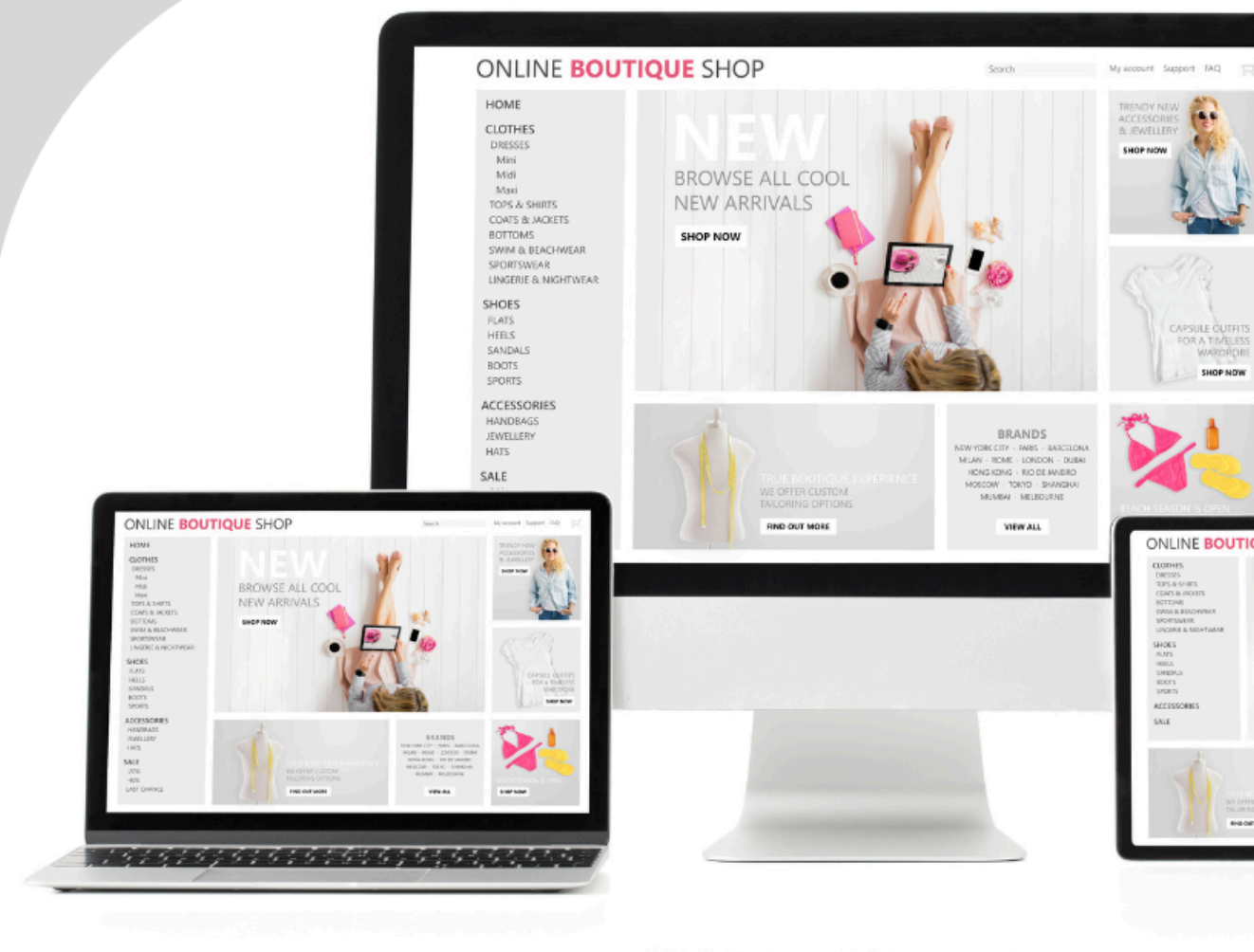
It involves managing and enhancing your online presence to achieve specific goals, such as attracting clients, building a personal brand, or showcasing your expertise.



To succeed as a web design freelancer, regularly updating your online profiles and content is important. An optimized online presence can boost your visibility and credibility in the competitive industry.

FREELANCE
WEB DESIGNER

Building beautiful, functional websites



Let's create something great together!



Leveraging Freelance Platforms and Social Media

There are many ways for a freelance web designer to CONNECT with your potential client and find WORK. The very first and obvious option is online freelance platforms like Upwork, OnlinejobsPH, etc...

Freelance Platforms

- Upwork
- Online Jobs PH
- Freelancer
- Fiverr
- 99designs
- Dribbble
- Behance

Social Media



- Facebook
- LinkedIn
- Instagram

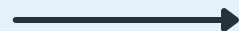
Building Your Online Presence

Increase your online presence by regularly sharing your work, engaging with your audience, and participating in industry discussions on social media platforms where your potential clients spend their time.



Building Your Online Presence

Your branding should be consistent across all your online platforms, from your website to social media profiles.



Building Your Online Presence

Keep your profiles up-to-date with informative and engaging content, such as case studies, to showcase your expertise and maintain visitor interest.



Continuous Learning and Improvement

Staying updated with the latest trends, technologies, and best practices is important for maintaining a competitive edge and delivering high-quality work to clients.



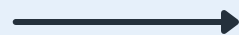
Continuous Learning and Improvement

To engage in continuous learning, stay curious, explore new tools, techniques, and design trends through webinars, workshops, conferences, online courses, and certifications.



Continuous Learning and Improvement

Seeking feedback from clients, peers, and mentors can offer valuable insights for improvement. Adapting based on constructive criticism is key for successful web designers.





Understanding Pricing Strategies

An extensive guide to pricing design projects, designed to remove the guesswork from setting prices.



Different Pricing Models

Pricing Model

Hourly Rate

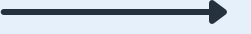
Charge based on the time spent working.

Pros

Simple and straightforward.
Good for short-term or small projects.

Cons

Can penalize efficiency (you earn less if you work faster).
Doesn't always reflect the value you provide.



Pricing Model

Hourly Rate

Charge based on the time spent working.

Fixed Project Fee

Agreed fixed rate regardless of time or work involved.

Pros

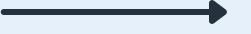
Simple and straightforward.
Good for short-term or small projects.

Predictable for both you and the client.
Encourages efficiency.

Cons

Can penalize efficiency (you earn less if you work faster).
Doesn't always reflect the value you provide.

Risk of underestimating or overestimating the effort.
May not account for scope changes.



Pricing Model

Hourly Rate

Charge based on the time spent working.

Fixed Project Fee

Agreed fixed rate regardless of time or work involved.

Retainer Pricing

Ongoing agreement for a set amount of work or time.

Pros

Simple and straightforward.
Good for short-term or small projects.

Predictable for both you and the client.
Encourages efficiency.

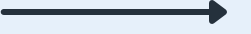
Recurring revenue.

Cons

Can penalize efficiency (you earn less if you work faster).
Doesn't always reflect the value you provide.

Risk of underestimating or overestimating the effort.
May not account for scope changes.

Can feel like employment, must charge enough.



Pricing Model

Package Pricing

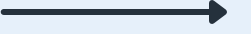
Bundle website with ongoing services for a package deal.

Pros

More revenue over time.

Cons

Less upfront payment.



Pricing Model

Package Pricing

Bundle website with ongoing services for a package deal.

Value-Based Pricing

Charge based on the value provided to the client.

Pros

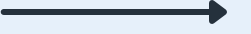
More revenue over time.

Potential for high rates.

Cons

Less upfront payment.

Abstract, difficult to sell without showing value.



Pricing Model

Package Pricing

Bundle website with ongoing services for a package deal.

Value-Based Pricing

Charge based on the value provided to the client.

Profit-Share

Percentage of revenue generated by the website.

Pros

More revenue over time.

Potential for high rates.

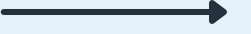
High earning potential if successful.

Cons

Less upfront payment.

Abstract, difficult to sell without showing value.

Risky, no guaranteed pay.



Choosing the Right Pricing Model for Beginners

Fixed Project Fee

It simplifies pricing and provides clarity.
Start with smaller projects to gain experience.

Hourly Pricing

Suitable for projects where the scope is not clearly defined or is expected to change.



Choosing the Right Pricing Model for Beginners

Start with a pricing model that suits your projects and comfort level as a beginner.

As you gain experience, consider exploring other models for better profitability and client value alignment.

Start by understanding these fundamental concepts, and as you gain experience, you'll refine your approach.





Minimum Engagement Rate (MER)

Your Baseline for Profitable Projects

Your Financial Foundation

The safety net for your pricing strategy—it's the absolute lowest fee you're willing to accept for a project.

- Ensures Fair Compensation
- Prevents Underpricing
- Builds Professionalism



Your Financial Foundation

As a beginner, establishing It should reflect your skills, cover expenses, and can be modified as you gain experience and expand your portfolio.

Remember, your MER is not just about covering costs—it's also about valuing your work appropriately from the start.





Pricing Factors to Consider

Understanding Pricing Factors for Beginners

When setting your prices, it's important to take several factors into account to ensure you're charging appropriately for your work:

Project Scope: Consider how extensive the work is. A small website with a few pages will be priced differently than a large, complex site.

Timeline: How quickly does the project need to be completed? Urgent projects often warrant higher rates due to the fast turnaround.

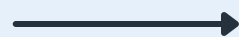


Understanding Pricing Factors for Beginners

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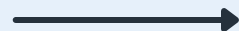
Complexity: Assess the difficulty of the design. More detailed and customized work requires more effort and should be priced accordingly.

Expected Results: Consider the value you'll deliver to the client. If your design will significantly improve their business, it's reasonable to charge more for the expected impact.



Understanding Pricing Factors for Beginners

Understanding these factors will help you set fair and competitive prices, ensuring you're compensated for your time and effort while meeting client expectations.



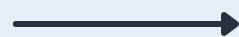


Market Research

Pricing Your Services Competitively

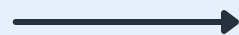
Market rate research involves competitor analysis and following industry polls to gauge standard rates for various projects.

This approach helps in setting prices that are competitive yet fair, ensuring that the services offered are both attractive to clients and sustainable for the business.



Market Research Examples

- Competitor Analysis
- Online Polls and Surveys
- Industry Reports
- Freelance Platforms
- Client Feedback and Budget Analysis

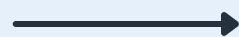


Competitor Analysis Example

You are a freelance web designer specializing in e-commerce sites.

To understand the market rate, you visit the websites of several competitors who offer similar services.

You find that most charge between \$2,000 and \$5,000 for a basic e-commerce site setup.



Competitor Analysis Example

With this information, you decide to set your initial rate at \$2,500 to remain competitive but aim to increase your prices as you gain more experience and refine your portfolio.





Remember, the key to successful pricing is balancing client expectations with industry standards, and market rate research is an indispensable tool in achieving that balance.



By staying informed and adjusting your rates accordingly, you can ensure that your services remain appealing to potential clients while maintaining profitability.



Resources for Further Learning

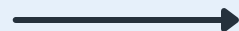
Continue Your Journey with These Resources



Design Tools



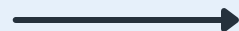
This cloud-based design tool has been gaining fast popularity due to its collaborative features and accessibility. It's suitable for both beginners and experts.



Design Tools

Canva

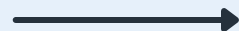
Ideal for those new to design, it offers an easy-to-use interface and a variety of templates for creating graphics.



AI Tools



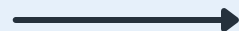
Use AI as your design ally, not as a replacement.
Effortlessly generate sitemaps and wireframes
for marketing websites in minutes



AI Tools



Assisting web designers in generating creative ideas, crafting compelling content, and solving design challenges efficiently.



Hosting, Domain, and Email Providers



Assisting web designers in generating creative ideas, crafting compelling content, and solving design challenges efficiently.



Some of the Website Builders...

WIX



webflow



strikingly

Some of the Web Hosting & Domain Providers...



Tools and Platforms I use

GRAPHICS & WEB DESIGN



WEBSITE BUILDER

HOSTING & DOMAIN



WORDPRESS .org



Thank You! 🙏🏻