

The Beginner's Guide to Freelance Web Design

Client-Getting Strategies, Pricing,
and Onboarding





Introduction

Welcome to "The Beginner's Guide to Freelance Web Design"! Whether you're just starting your journey or looking to turn your passion into profit, this eBook gives you simple, step-by-step strategies to land your first clients, price your services with confidence, and build a successful freelance business.

Freelancing can feel overwhelming when you don't know where to start. The good news? You don't need much experience or a giant portfolio to begin. You just need the right mindset, some easy-to-follow processes, and a willingness to take action.



About

Meet the Founder of Website Academy PH

Hello there! I'm Anthony 🙌, and I'm committed to providing inclusive and accessible web design education and resources.

Our goal is to enable both beginners and seasoned web designers, along with experienced freelancers, to acquire web design skills in a nurturing setting through a blend of learning and support.



In this Guide, You'll Learn:

- How to find your niche and stand out as a web designer
- Simple steps to optimize your online profiles (LinkedIn, Facebook)
- How to create a portfolio even without clients
- Client-getting strategies to land your first few projects
- Pricing your services with confidence
- Streamlining the client onboarding process

Let's dive in!

Chapter 1: Getting Started with Freelance Web Design

Finding Your Niche

Before you jump into client work, it's important to focus on who you want to work with. Identifying a niche can help you stand out and make it easier for clients to find you.

What is a Niche?

A niche is a specific area or industry you'll target for your web design services. Instead of offering web design to everyone, you focus on a group of clients who have similar needs.

Start by thinking about the industries or business types that interest you. Are you passionate about helping local restaurants, personal trainers, or e-commerce shops? Choosing a niche lets you offer specific solutions and speak directly to their needs.





Why Choosing a Niche is Important:

- **Stand out from the crowd:** When you specialize, you set yourself apart from generalists, making it easier for clients to see the value you provide.
- **Attract the right clients:** A niche helps you speak directly to your clients' specific needs, making it easier to market yourself.
- **Build expertise:** Focusing on a niche helps you quickly become an expert in that field, boosting your credibility.

Action Step: Write down a list of industries you're interested in, such as:

- Small local businesses (e.g., cafes, boutiques)
- Coaches and consultants
- E-commerce brands
- Fitness professionals



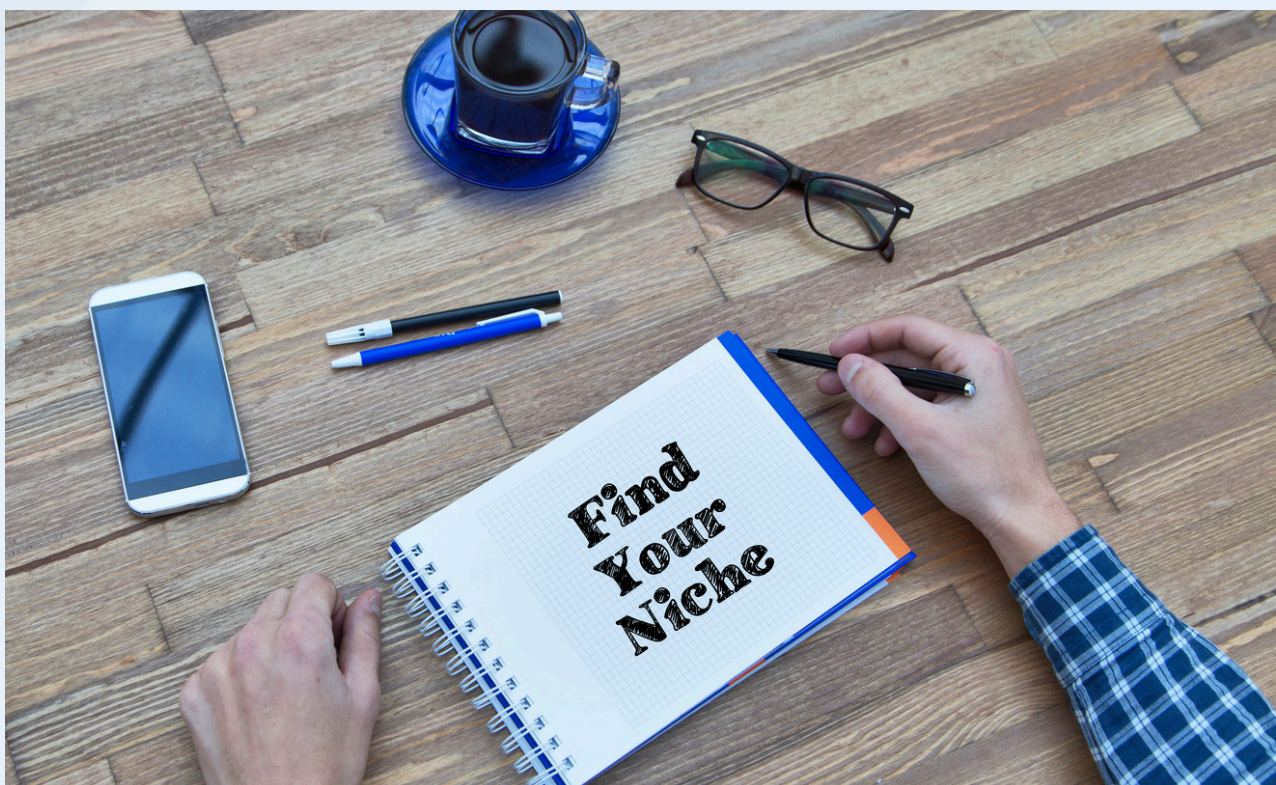


List your interests: Write down industries you're passionate about or knowledgeable in. For example, if you love fitness, you could focus on designing websites for gyms or personal trainers.

Research the demand: Check if there are businesses in your niche that need websites. Use Google or social media to find local businesses or entrepreneurs who could benefit from your services.

Tip: Choose a niche you enjoy working with. When you're passionate about the industry, it's easier to create designs that reflect their needs and values.

Don't worry about being too narrow—having a niche doesn't mean turning down other work, but it helps to have a starting point to focus your marketing efforts.



Chapter 2: Optimizing Your Online Profiles

Your online presence is like your digital business card. It's the first impression potential clients will have of you, so make it count! This means optimizing your LinkedIn, Facebook, and portfolio website to showcase your skills and services in the best possible light.

LinkedIn Profile Optimization

A well-optimized LinkedIn profile can be your best friend when it comes to landing clients. Make sure your profile communicates what you do and who you help.

- **Headline:** Write a clear and specific headline, like *"Freelance Web Designer Helping Small Businesses Build Their Online Presence."*

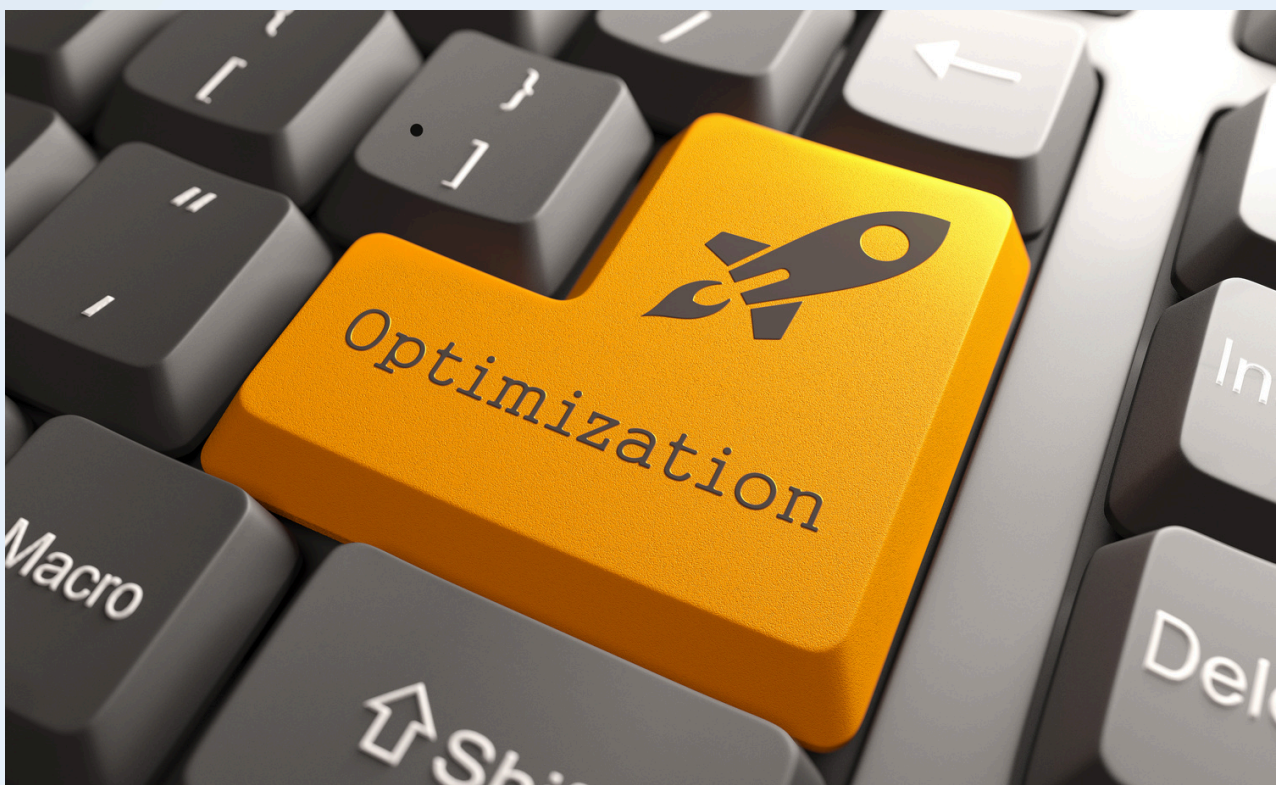


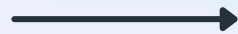


- **About Section:** Keep it simple and focused on the value you provide. Example: *"I specialize in designing user-friendly websites for small businesses that want to improve their online presence. I work with e-commerce shops, local businesses, and coaches to create clean, modern designs that convert visitors into customers."*

Action Step: Update your LinkedIn profile to reflect your services and include a link to your portfolio or personal website.

Tip: Use the same photo and description across all your social media platforms for consistency.





Facebook for Your Freelance Business

Facebook is a powerful tool for building your online presence and connecting with potential clients. By creating a Facebook Business Page, you can showcase your services, share your portfolio, and engage with your audience in a more interactive way.

Here's how to make the most of Facebook for your business:

- **Create a Business Page:** Use a professional profile picture and cover photo, and fill out the "About" section to clearly explain what you do and how you help clients. Include a call to action (like "Contact Us") so people can easily reach out.
- **Share Engaging Content:** Post regularly to showcase your work, share website design tips, and feature testimonials from clients. Aim to post 2-3 times a week to keep your audience engaged.

Action Step: Set up a Facebook Business Page and create a content calendar to share posts regularly.



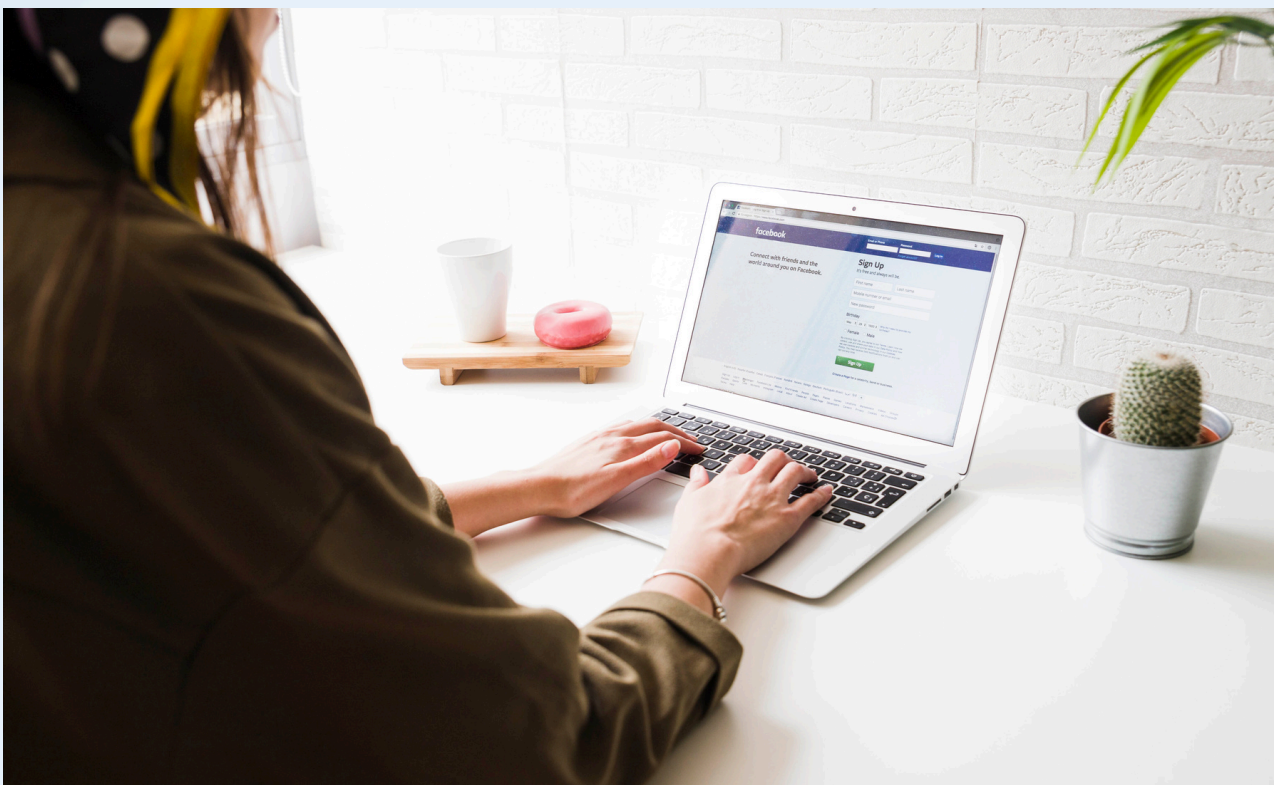
Personal Facebook Profile for Freelance Web Design

If you're just starting out and don't want to create a separate Facebook Business Page, you can still optimize your personal Facebook profile to showcase your web design services and attract potential clients.

Here's how to make your personal profile work for your business:

- **Update Your Profile Picture and Cover Photo:** Use a clear, professional-looking profile picture. Your cover photo can be customized to promote your services. For example, you can create a simple graphic using Canva that says something like *"Need a Website? Let's Talk!"* with a link to your portfolio.
- **Edit Your Bio:** Keep your bio simple and to the point. Use it to explain what you do and how people can contact you.

Example: *"Freelance Web Designer helping small businesses grow online | Let's build your website! Contact me at [email]."*





- **Link to Your Portfolio:** Add a link to your portfolio or website in the "Intro" section of your profile. This makes it easy for anyone who visits your profile to see examples of your work.
- **Post About Your Work:** Regularly share posts about the projects you're working on, website design tips, or success stories from your clients. This keeps your audience engaged and reminds them of the services you offer.

Action Step: Join 5-10 relevant Facebook Groups where small business owners hang out, like *"Entrepreneurs and Small Business Owners"* or *"Local Business Networks."*

Be active in discussions, offering helpful advice when it's relevant to web design. Engage with posts from your friends and connections to stay top of mind. Don't just promote yourself—build relationships.





Personal Profile vs. Business Page:

- **Personal Profile:** Best if you want a more personal connection and prefer engaging directly with potential clients.
- **Business Page:** Ideal if you plan to advertise on Facebook and want a more professional, business-centric page.



Chapter 3: Building A Simple Portfolio

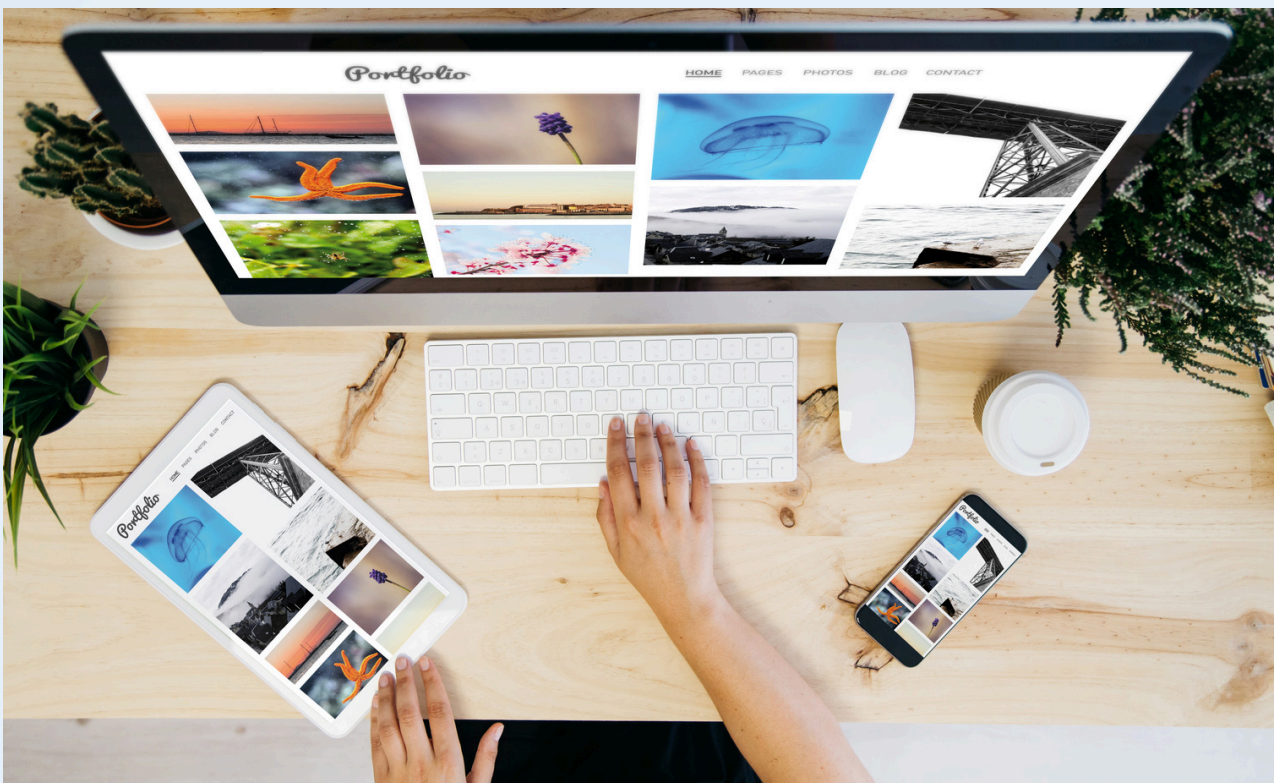
Your portfolio is where potential clients will see your skills in action. Even if you don't have real clients yet, you can create sample projects to showcase your abilities.

How to Create a Portfolio

Choose a few sample businesses in your niche (e.g., a local coffee shop, a fitness trainer, or a personal blog) and create a basic website for them. These don't need to be real businesses—they just need to showcase your design skills.

Example Portfolio Structure

- **Homepage:** A simple introduction to who you are and what you do. Example: *"I'm a freelance web designer specializing in clean, modern websites for small businesses."*

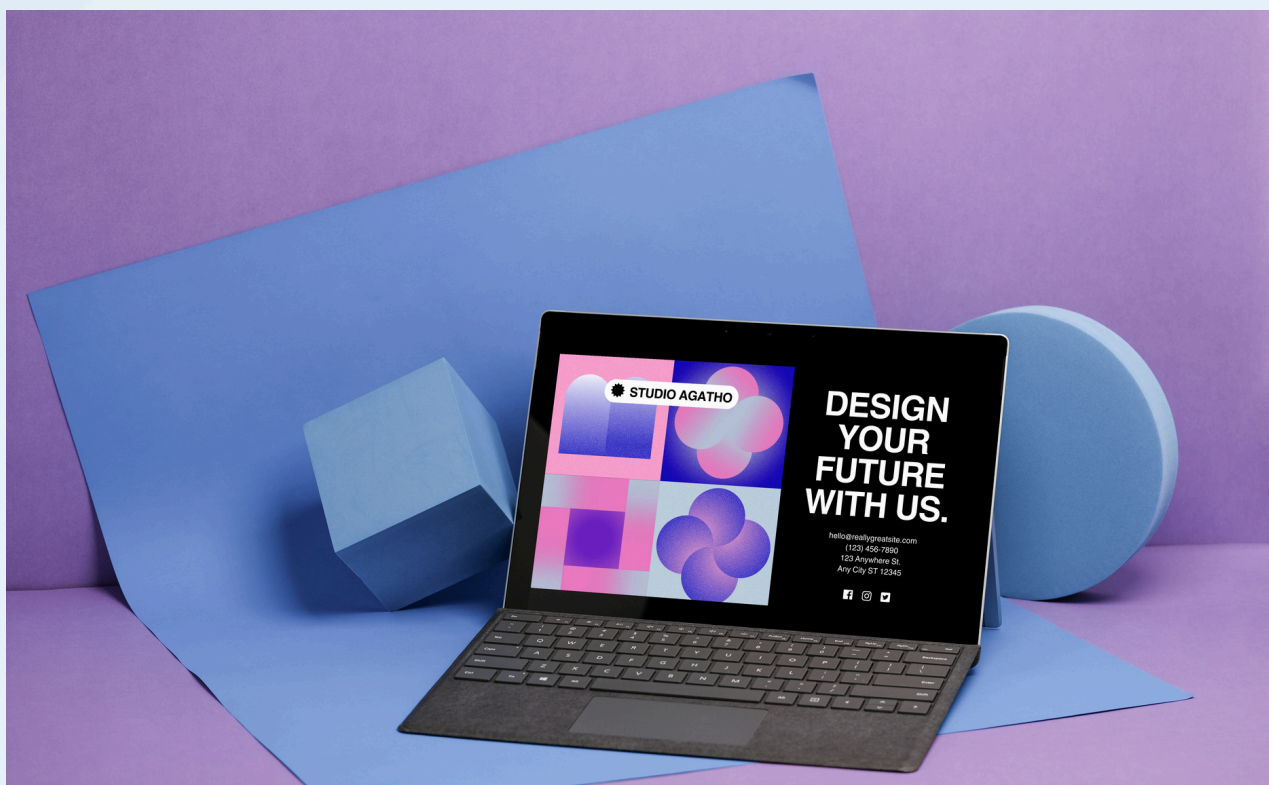




- **Portfolio Section:** Showcase 2-3 sample projects. Even if these are mockups, treat them like real client projects.
- **Contact Page:** Include a contact form so potential clients can easily reach out to you.

Action Step: Build 2-3 sample websites and showcase them on a simple portfolio site using free platforms like WordPress (org) + Elementor (Page Builder) with Hostinger hosting provider, or Systeme.IO.

Tip: Keep your designs simple. As a beginner, focus on building clean, easy-to-navigate websites that show you understand basic design principles like mobile-friendliness and user experience.



Chapter 4: Client-Getting Strategies for Beginners

Now that your profile and portfolio are ready, it's time to start getting clients. As a beginner, you can start with people you know and grow your client base from there.

Start with People You Know

- **Friends and Family:** Let your friends and family know you're offering web design services. They may need a website or know someone who does.
- **Local Businesses:** Reach out to local businesses that don't have a website or need a redesign. Offer your services at a discounted beginner rate to build your experience and portfolio.





Example Message to Send

"Hi [Name], I recently started offering web design services, and I'd love to help you or anyone you know to create a professional website. I'm currently offering a special rate as I build my portfolio. Let me know if you're interested!"

"Hey [Name], I hope you're doing well! I just started offering web design services and wanted to reach out to see if you or anyone in your network might require a new website. I'm currently offering special beginner rates and would love to chat about how I can help you improve your online presence."

Disclaimer: The templates provided in this guide are for informational purposes only and should be treated as a guide. They may require adjustments to fit your specific needs and circumstances. We recommend reviewing and customizing the templates to ensure they are appropriate for your unique situation.

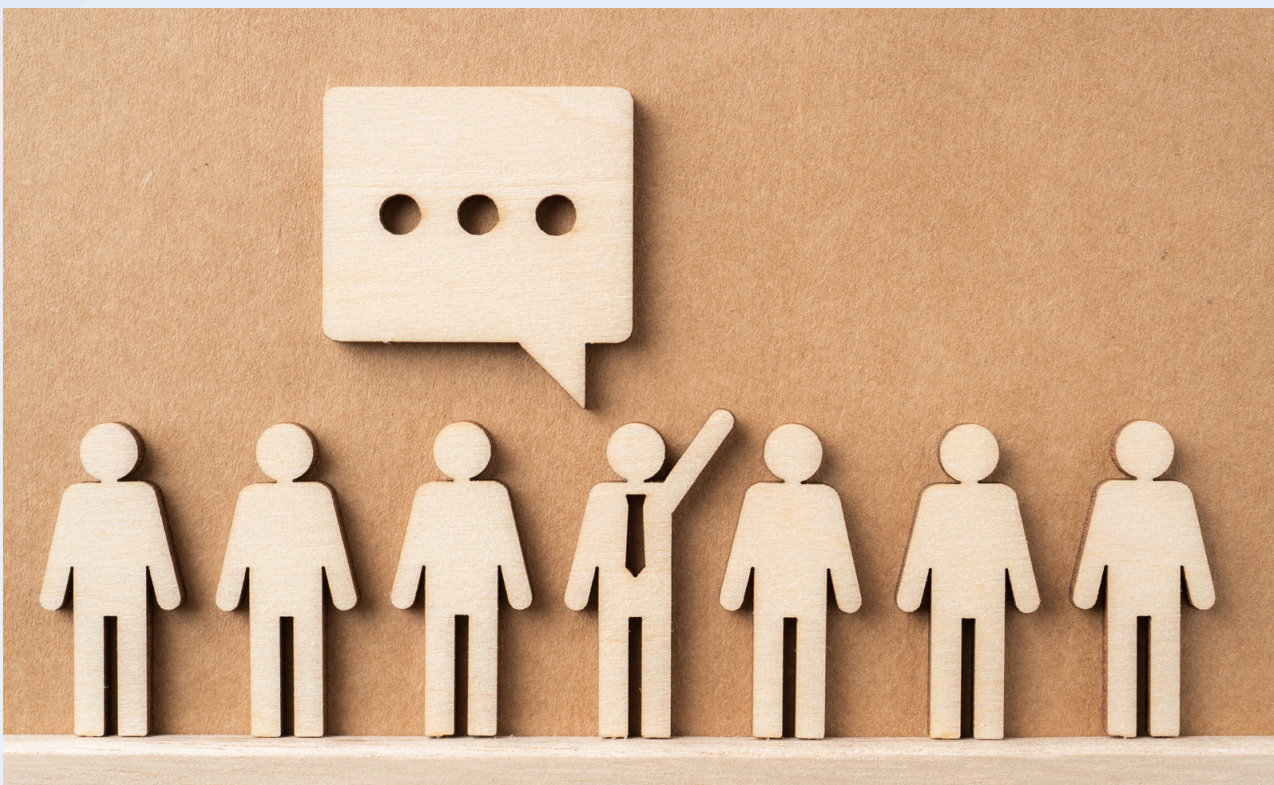




Action Step: Reach Out to 5 People

- Make a list of 5 people or businesses you can reach out to today. Send them a message offering your services.

Tip: Keep your message casual and personal. Avoid sounding too salesy—it's more about offering to help than pushing for a sale. Focus on how you can help their business rather than asking for work.



Chapter 5: Pricing Your Services with Confidence

Understanding Pricing as a Beginner

Pricing is one of the most challenging aspects for beginners. The key is to start with simple, flat-rate packages that align with your current skill level, then increase your rates as you gain experience and confidence.

Create Three Simple Packages

Offering tiered pricing packages allows clients to choose the level of service that best fits their budget. Here's an example of how you might structure your pricing as a beginner:

- **Starter Package:** 5-page website for \$300
- **Intermediate Package:** 10-page website with SEO optimization for \$600





- **Premium Package:** Full website with custom features (like e-commerce) for \$1,000

When to Raise Your Rates:

- Once you've completed 3-5 projects and received positive feedback from clients, it's time to increase your rates.
- Adjust your rates based on the value you provide, not just the time it takes to complete a project. If your designs are helping clients attract more business, reflect that in your pricing.

Action Step: Create a pricing table that outlines your three packages, including what's included in each one (e.g., number of pages, SEO, custom features).

Tip: As a beginner, you can offer discounted rates, but make sure your pricing reflects the time and effort you'll put into each project.

Don't be afraid to ask clients for testimonials—these help justify your rate increase when approaching new clients.



Chapter 6: Creating Simple Proposals

Once a client is interested in working with you, send them a proposal that clearly outlines what you'll deliver and the cost.

Basic Proposal Template

- 1. Introduction:** A brief introduction to your services.
 - Example: *"Thank you for considering me to build your website. Below is a breakdown of the services I'll provide."*
- 2. Scope of Work:** List the features included in the package they choose.
 - Example: *"For \$600, I will design a 10-page website, optimize it for mobile, and implement basic SEO."*
- 3. Payment Terms:** Include your payment schedule (e.g., 50% upfront, 50% upon completion).
- 4. Timeline:** Specify how long the project will take.





Action Step: Create Your Proposal Template

- Use Google Docs or Canva to create a simple proposal template that you can customize for each client. For more information, you can get help using an AI tool such as ChatGPT to help you create one.

Tip: Keep your proposals clear and simple. Make sure there's no confusion about what the client is getting and how much they'll pay.

To help you move the project forward more efficiently, do a proposal walkthrough wherein a meeting or presentation where you personally guide your potential client through the proposal you've created for their project.



Chapter 7: Streamlining Your Client Onboarding Process

Onboarding sets the tone for the entire project. A good onboarding process ensures smooth communication and helps manage client expectations.

Steps for Client Onboarding

- 1. Welcome Email Template:** Once you've landed a client, your next step is to send a welcome email outlining the next steps. This helps set expectations and creates a smooth onboarding process.
- 2. Milestone Payments:** Break the project into milestones and ask for payments at each stage.
 - Example: 50% upfront, 25% after the first draft, 25% upon final approval.





3. Feedback Process: Clearly explain how clients should give feedback and how many rounds of revisions are included.

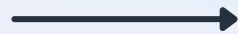
How to Write a Welcome Email

Your welcome email should confirm the project details, outline the timeline, and include any next steps for the client (like filling out a questionnaire or sending over content).

Client Onboarding Checklist:

- Welcome email sent with questionnaire
- Signed contract or agreement
- Payment terms confirmed (50% upfront, 50% upon completion)
- The project timeline discussed and agreed upon
- Feedback and revision process explained





Action Step: Create a simple welcome email template you can use for every new client. Here's an example:

*"Hi [Client Name],
Thank you so much for choosing me to design your website! I'm excited to get started. Attached is a short questionnaire to help me better understand your business and design preferences.*

Once I receive this, I'll begin working on the first draft of your website. If you have any questions, feel free to reach out!"

Tip: Keep your tone friendly yet professional. Make sure to include clear next steps so the client knows what to expect.





Conclusion

You now have the essential steps to get started as a freelance web designer! By following these simple strategies—*optimizing your profiles, building your portfolio, reaching out to your network, and pricing your services confidently*—you're well on your way to landing your first clients and building a successful freelance business.

Remember, the key to success is taking action. Start small, build momentum, and don't be afraid to learn as you go.

When you're ready to level up, check out my full range of courses and premium resources by **[clicking here](#)** to continue growing your freelance business.

Good luck, and I can't wait to see what you create!