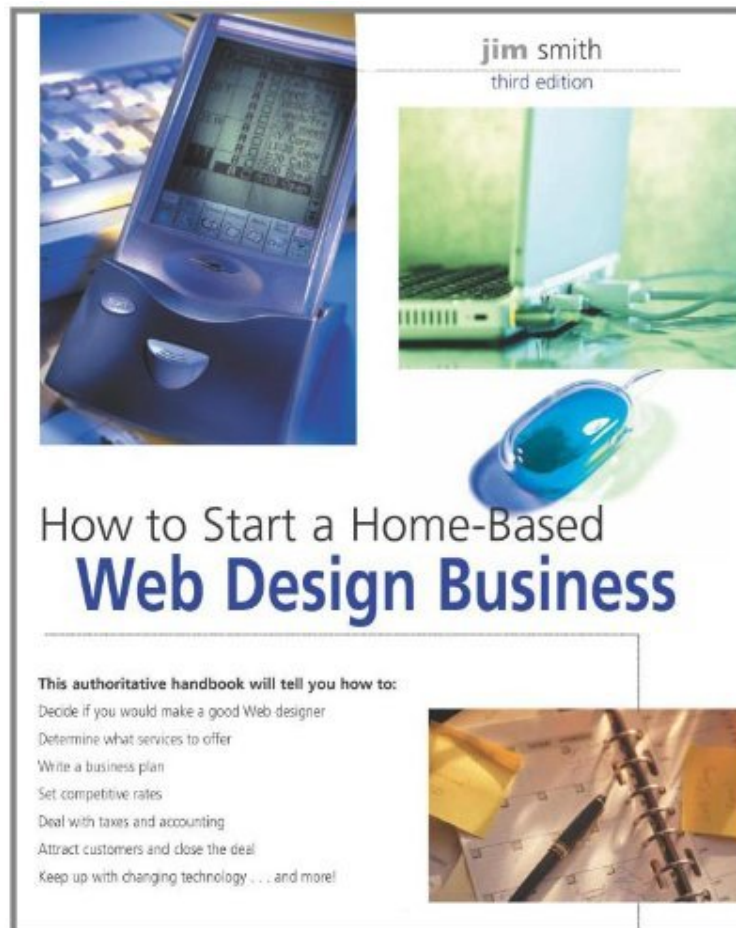


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How to Start a Home-Based Web Design Business, 3rd (Home-Based Business Series)

Jim Smith

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Jim Smith : How to Start a Home-Based Web Design Business, 3rd (Home-Based Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Start a Home-Based Web Design Business, 3rd (Home-Based Business Series):

0 of 0 people found the following review helpful. Very Informative, helpful, and useful By Monica D Jim Smith covers all the bases in this book about starting a web design business. If you have some experience creating web pages and want to know what it takes to move beyond creating web sites as a hobby to building sites for profit, this book is for you. Mr. Smith takes into consideration all the different roles that one must be able to play when running a web design business (i.e. the savvy business-person, the technical expert, the creative artist), and he makes suggestions for alternative solutions to fulfilling these roles, recognizing that most people are not going to be experts in every role. Mr. Smith uses his experience as a web designer to warn the aspiring web design entrepreneur of pitfalls that he/she may encounter, and he also gives useful tips for bringing more business. He gives specific web sites as resources (i.e.

hosting providers; tech experts who take care of the tedious task of maintaining and making sure a web site is running smoothly so you don't have to; domain name registration sites), and he offers suggestions for diversifying the services that the web design entrepreneur should offer so that his/her income and marketability can increase. This book discusses different options for setting up a web design business, starting with very little start-up costs to solutions involving more start-up costs (i.e. if the entrepreneur is purchasing his/her own server on which to host the web sites he/she creates). This book is therefore just as useful for those with little start-up capital who wish to start a web design business as for those who have a little more money to start their business. In a nutshell this book, along with one or two other good foundational books on starting and running a web design business and any books about specific programs and software the entrepreneur uses in his/her business, would serve a web design business entrepreneur well as a reference book to which the entrepreneur can refer when he/she has questions about how to run his/her business or about specific situations he/she may encounter.

4 of 4 people found the following review helpful. Some good business advice, Terrible examples of good web design

By Manifesting Destiny

Of the thousands of people who design websites and run their own business doing it, I simply do not understand why this author, Jim Smith, was asked to write this book. There is some good business advice here, but most of it can be gotten elsewhere and more completely. I suppose most readers will appreciate his sample contract the most. But the biggest problem I have with this book is that its subject is Web Design, yet the author is FAR from being the expert. The author's own website is amateur at best. His portfolio boasts the same, amateur and unprofessional "designs" as his website. His designs are stuck in the late 1980's and, quite frankly, embarrassing. I am hard pressed to understand how the author could even be running a web design business. His designs are just not very good. So, does it matter that the author isn't very good at web design? Well...yes, I think so. The author talks about the elements that make for good design and while he hits on things that are valid (web safe colors, fast loading time) he apparently hasn't figured out how to accomplish these good design practices in an aesthetically pleasing way. One design practice the author cautions against is using lots of tables in the layout of a site. Tables were originally designed to display data, but were used excessively for layout in the past. Now, CSS and divs are used and make the code much less bloated. However, most of the web sites in the author's examples in the book, which are from his portfolio, are table layouts. This book isn't really that specific to the web design business. Most business things you need to learn can be gotten elsewhere, like Nolo Press. I'm sorry, but I DO consider the source of my information. While I realize this isn't a design book, the author is addressing this toward people who want to have web design businesses.

26 of 26 people found the following review helpful. Fell short of my expectations

By Sarah Ly

As an aspiring graphic/web designer looking to launch her first freelance business, I thought Smith's book would cover all the aspects needed to get started. After scanning through the entire book and reading several chapters more thoroughly, I've come to the conclusion that this book isn't for me. Granted, it offered valuable insight from the author's experience, but I felt it was too general. The lack of detail gave it a three-star rating. For example, many web designers are resellers; that is, they purchase space from a webhost and make up their own webhosting packages to sell to clients. I've often thought about offering that service, but didn't know what it took to be a reseller. The book skims over that area, which surprises me, since webhosting is a service many web designers provide. Smith basically said he is a reseller, he shows clients why it's better to be hosted on a commercial server rather than a local ISP, and recommends two webhosts that provide good reselling plans. He doesn't cover the aspects of becoming a reseller, the pros and cons. Did you know a reseller has to provide technical support for his/her clients? Webhosts recommend that you have to have a fair knowledge of various programming languages, and be familiar with a UNIX/NT server. Now if you just read this book and decide to offer webhosting, you'd be in a whole heap of trouble. For the novice designer, this would be a good place to begin. But for the seasoned designer, Smith's design "tips" are just redundant rule of thumbs we've all heard before: design for cross-browser/multiple resolution compatibility, optimize your graphics, avoid using the latest cutting-edge technology, and so forth. Business-wise, there is a sample contract and other documents that look okay. I may give them a try, but there are also more concise business contracts/documents templates available online. I suggest you do a search for "webdesign contract template" and see what you can find. Smith is getting somewhere with his book. I hope other aspiring authors will follow. What we need is a book for designers that explain technical business terms in plain English, dealing with subjects such as contracts, business plans, invoices, budgets, taxes, etc. It would also be helpful to have related chapters dealing with security, such as how to obtain a SSL certificate, how to accept credit cards online, and so forth. As defined by Smith's book, I am a "ponytail", someone who is more focused in the creative aspect of the webdesign business. I know nothing of programming or sales or marketing. Something to consider when revising for the next edition.

Look here for advice and practical suggestions on how to turn an interest in Web design into a thriving, home-based business. This guide offers suggestions for making crucial decisions about the content and format of Web pages, setting rates, obtaining (and keeping!) clients, and much more.