

WEB DESIGN COMPANY IN LONG EATON: HOW TO CHOOSE BETWEEN A WEB DESIGN AGENCY AND A FREELANCER?

Posted on August 17, 2023

There are many freelancers and designers that potentially offer to build websites in Long Eaton. As the longest serving and a top-rated web design company in [Long Eaton](#), Local Exposure offers web design services throughout the town and beyond to its national database:

- [Local Exposure](#) is a web design and marketing agency that has been in business for well over 12 years with the management team previously working on website projects from the late 1990s. Based in Long Eaton, [Local Exposure](#) offer a wide range of services, including website design, search engine optimisation (SEO), and digital photography and video services via its Rich Media arm, Trusted Photography.

There are several other individuals that build websites in Long Eaton, these are predominantly freelancer type operations rather than a full blown digital agencies like Local Exposure who are a web design company in Long Eaton. When choosing a web design company in Long Eaton for your business, it is important to consider your needs and budget.



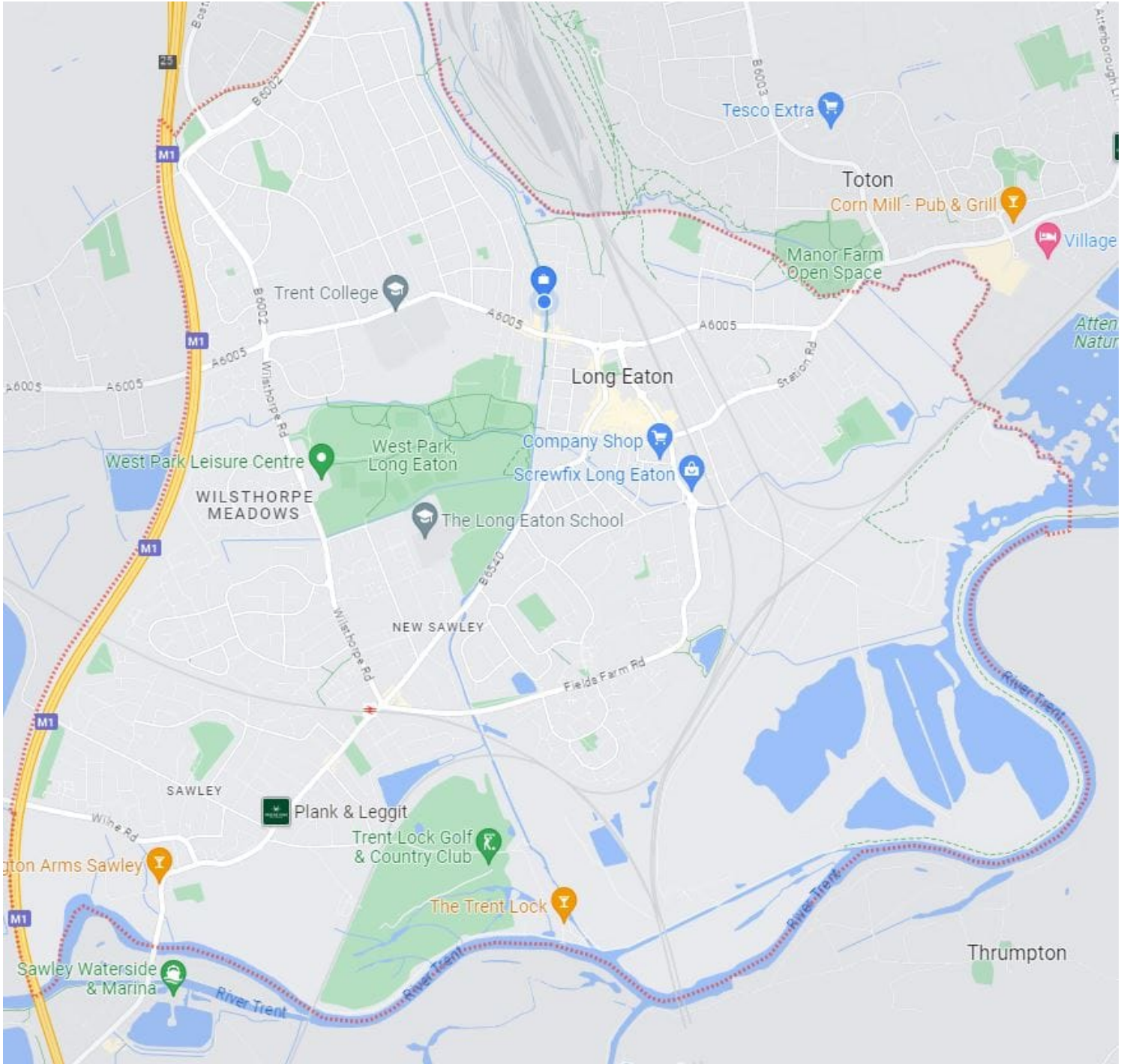
How do I choose a web design company in Long Eaton:

- **Experience:** How long has the company been in business? Do they have experience working with businesses in your industry?
- **Portfolio:** Take a look at the company's portfolio to see examples of their work.
- **Communication:** How easy is it to communicate with the company? Do they respond to your questions promptly?
- **Price:** How much does the company charge for their services? Are their prices competitive?

Once you have considered all of these factors, you can start narrowing down your choices and find the best web design company in Long Eaton for your needs.

When it comes to choosing a web designer, you have two options: a web design agency or a freelancer. Both have their own advantages and disadvantages, so it's important to weigh them carefully before making a decision.





Long Eaton on Google Maps



Web Design Agencies in Long Eaton

Web design agencies are typically larger organizations that employ a team of designers, developers, and project managers. This means that they have a wider range of expertise and experience, and they can handle more complex projects. Agencies also tend to have a better track record of delivering high-quality work on time and within budget. They also have the buying power to keep your system and services up to date and ahead of the curve.

However, some web design agencies can be more expensive than freelancers due to the service levels they offer, be sure to check like for like exactly what you will get. Some web design agencies may not be as flexible, as they may have set times they may be open and processes that they follow. Additionally, it can be difficult to get a hold of someone at an agency if you have a question or need something changed. This is not the case for Local Exposure as we keep our pricing keen and offer a ticket system so you can send through your amends or queries when it suits you.

Web Design Freelancers in Long Eaton

Freelancers are individual web designers who work independently usually from home rather than an office or premises. This means that they are typically more affordable than agencies as their overheads are lower (especially if still living with parents), and they can seem to be more flexible and responsive to your needs. Freelancers also tend to have a more specialist skillset in a particular field but have little beyond that as they are a single person with no one to bounce off.

However, freelancers will most likely not have the same level of experience or expertise as a web design agency. They may also be less reliable, as they may not have a dedicated team to work on your project and they may work erratic hours. Additionally, it can be difficult to find a good freelancer, as there are many unqualified or inexperienced designers out there.

How to Choose a web design company in Long Eaton, Nottingham:

So, how do you choose between a web design agency and a freelancer when looking for a web design company in Long Eaton? Here are a few things to consider:



- **Your budget:** If you're on a very tight budget, a freelancer may be a better option. However, it is always worth checking especially if you need a high-quality website that is delivered on time and within budget, in this case a web design agency may be the better choice.
- **The complexity of your project:** If you have a complex project, a web design agency is likely the better choice. They have the resources and expertise to handle more complex projects, they will also have the experience of working with customers in a similar field to your own.
- **Your needs:** If you need a lot of hand-holding and attention, a freelancer may not be the best option. Agencies typically have a dedicated customer care team that will work with you to ensure that your project is completed to your satisfaction.
- **Your timeline:** If you need your website completed quickly, a freelancer may seem like be a better option, but remember they are one person working on other sites as well as yours, so attention and therefore time may not be solely on you.

Ultimately, the best way to choose between a web design agency and a freelancer is to get quotes from several companies and compare their services and pricing. Make sure you get things in writing especially your agreement from a web design company in Long Eaton, Nottingham. You should also take the time to research the companies and read real reviews from previous clients. [Google](#) states that 5.0 reviews generally are not trusted and those between 4.1 and 4.7 are more realistic as the old saying goes you cant please all of the people...

Additional tips for choosing a web design company in Long Eaton, Nottingham:

- Make sure the designer has experience in your industry.
- See examples of the designer's previous work.
- Get references from the designer's previous clients.
- Be clear about your budget and expectations.
- Communicate regularly with the designer throughout the project.

