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FAQ for Freelance Work

First of all, I want to **thank you** for considering me for your project! It means a lot that out of all the options you have, you are considering me! **I'm so excited to work with you** and I hope you find this FAQ sheet helpful. If you need any extra help or have any additional questions, please feel free to **contact me**. If you're an artist, designer, or developer and would like to collaborate with me on a project, please see the "[Collaboration-FAQ](#)" page.

1. What are your strengths, both personally and in web development?

As you can see in the "[My Knowledge and Skills](#)" section, I am proficient in HTML, CSS, JavaScript, and responsive design. This means **I can completely hand-code your site** and make it function well across all devices, including mobile phones.

Understanding and writing code also allows me to **add more customizations** to site builders like WordPress or Squarespace than non-coders can, with the added ability to **debug and solve problems efficiently**.

I consider my greatest strengths to be **creativity, curiosity, and determination**. I love learning new things and feel a great sense of achievement from solving problems. Whenever possible, I enjoy creating bold and unique designs. I want to impress the user and give them an impressively seamless experience, and won't stop until the site surpasses the expectations of both my client and the users.

2. Why should I hire a web developer?

Web developers can create stunning, high-quality websites that add genuine value to your business. A good website is a smart investment that will pay itself off in the long run. It's a good idea to hire a web developer for many reasons:

- 1.) Developers have more technical know-how.** Experience makes a big difference when it comes to results. Over the years, I've grown as a

web developer and learned a lot about best practices and that shows in my work.

- 2.) It will save time.** Running a business is already time-consuming without learning all the ins and outs of web design and SEO. What we can do in weeks may take you many months filled with confusion and frustration.
- 3.) Web developers handle technical issues.** A good developer will be there if you need them- whether it's a bug, security vulnerability, or your site is unexpectedly down, we will handle it as soon as we can, giving you one less thing to worry about.
- 4.) Innovation and Creativity.** Web developers are creative problem solvers, capable of crafting innovative solutions to challenges. Our creativity drives user-friendly interfaces and enhances overall user experiences, whereas Wix or other WYSIWYG editors have generic, overused templates.
- 5.) Attention to detail.** Precise attention to detail is ingrained in a web developer's work. This meticulous approach ensures bug-free, visually appealing, and functionally sound websites or applications.
- 6.) Adaptability and Continuous Learning.** In the fast-evolving tech landscape, web developers must adapt to new technologies, frameworks, and industry trends, keeping your digital presence ahead of the curve.

Ultimately, having someone create and manage your website will pay itself off by saving you lots of time and headaches. I will create something much more robust and custom than a site editor like Wix can, which will reflect positively on your business.

Hiring a freelancer such as myself has added benefits, too. For one, freelance work is generally cheaper because you are supporting an individual directly rather than a company, so you're not paying for all the associated company costs- just the individual's time. This puts your money where it should go- in the creator's pockets. It also will help the freelancer gain experience and add another proud portfolio piece. Lastly, everyone's

style is different, so by hiring an individual freelancer, you're getting a very unique piece in return.

3. Can I hire you to fix or maintain an already-made site?

Yes! I don't have to create a site from scratch to take over the development of it. After all, maintaining a business is hard, and I completely understand if you need someone to take a task as tedious as web development off your hands. Whatever your story may be, the bottom line is **I can and would love to** help you with all your website or graphic design needs!

4. If there is a problem, will you be accessible after the site is completed?

YES! If you need me, I will be there! The cost will depend on the problem. If it's a small, easy fix, **we won't fret over cost**. Otherwise, my hourly rates **may apply** depending on the specifics- for example, if the site needs to be maintained or modified heavily.

5. How much time is this going to take and what will be the cost?

It all **depends on the details** such as the **size and complexity of the project**. We would have to discuss the specifics of your situation. Either I will hand-code the website from scratch or use a Content Management System (CMS) such as WordPress. Either way, I will walk you through all the steps and address any questions or concerns.

As for costs, I am open to negotiation based on industry standards and the responsibilities associated with the role. **I offer competitive pricing**, and you can request a quote through my website or by contacting me.

My focus is delivering an exceptional product that will open your company to the digital world. A website is a superb investment that will surely help your business thrive. A well-built website appeals to customers by making your business more **professional and trustworthy**, as well as providing answers to questions and connecting with more people seamlessly.

6. Describe the process of website-building.

There are generally **six phases** to the website-building process.

Project Conceptualization- We discuss what you want with the site and determine the project size. I want to fully understand your business and brand's entire story, and convey that effectively and aesthetically to the user. What information do we need to display? How will we organize it? Which demographic or "target audience" will most likely use the site? Are there any other features or site requirements? This is known as defining the scope of the project. It clarifies the requirements for everyone, and prevents "[scope creep](#)." Contracts will be written and signed before we continue.

Initial setup- Here, we start setting up the project, which will mean different things for each project. Generally, it will involve finding and registering a domain name and place to host the site and display a test page for now.

Designing- I will get to work on the layout of the site and determine how it will look. We still have to think big-picture. There will be a lot of placeholder text and images. The fonts, color scheme, and general design style (modern, professional, contemporary, etc) will be established. I like to use the logo as a starting point to determine the style, font, and colors used. Once we are happy with this, we move on to the next phase.

Development- This is where I add details and replace placeholder items with the real deal. I will make the site look and function well on all devices. The features and requirements determined in Phase 1 will be implemented.

Polishing- This is the user testing phase. We will find people to give feedback and adjust the site accordingly. We also find and correct any remaining bugs and kinks, which will really make the site look and function at its best. I make sure it complies with the latest accessibility standards and deal with Search Engine Optimization (SEO) to make the site pop up on search engines.

Production & Maintenance- This is what we've all been waiting for! The site is complete and ready to be shown off to the public, woohoo! Of course, in the tech industry, things constantly change, so the site will need to be routinely maintained, fixed, and updated as needed.

7. Is my project small, medium, or large?

*Please note that this is a generalization since every project is different. Also, please be patient with me as I may have a part-time job alongside my freelance work, which can affect how long the projects take- but I promise to work efficiently and consistently.

A single-page project is the cheapest and fastest kind, featuring just one home page. This can be done within a week or two.

A small project may be for an individual or small company. There would be 3-5 standard pages (home, about, services, contact) and not much more. The site's primary purpose is to display information and create a digital presence. A project of this size can take around 4 weeks to go from phases 1 to 6.

A medium project will involve more customizations, such as adding more specific pages, a new or modified logo, email address(es) associated with the site, and/or a login form for customers or employees. Because of this, it will take more time and cost more to complete.

A large project is for a big company and will likely need to be done with a team- not just an individual. The site will have many pages and a complex architecture. We may be dealing with confidential information, which could require a customized, secure database for your customers and employees. In this case, the cost and time needed rises significantly. I usually only accept freelance work with small or medium-sized projects, so in this case, I would refer you to a team or web development company.

Ultimately, **each project is unique**, so we must be flexible and adjust accordingly.

8. Do you have any other questions?

I'd be happy to hear your feedback and answer your questions, and even more honored to work with you! Let's connect:

1. Through my website at isabelleanno.com
2. Through my email: isabelleanno.webdev@gmail.com
3. On WhatsApp [through this link](#) or scan the QR code below:

