



**JEFF HEISER**  
**CUSTOM WEB DESIGN**  
4851 Perkiomen Ave, Apt 60 • Reading, PA 19606-8702  
(610) 223-2136  
www.jeffheiser.com

## **FREQUENTLY ASKED QUESTIONS**

### **1. Why do I need a web site?**

The Internet is a vast resource of information for both businesspeople and consumers. In today's world, a web site is the first place potential customers and partners come to when they want to know more about a business. It's the primary interface with the online world and perhaps a business's best salesperson. Consumers discover its ease of use and businesses realize it is a cost-effective means of promoting their goods and services. The Internet has revolutionized entire markets, allowing all businesses, large or small, equal opportunities to market their products, services, and information in an effective and appealing manner.

The Internet continues to evolve. In the past, web designers only had to concern themselves with one medium: the computer screen. In recent years, a plethora of fully web-enabled devices with scores of different shapes and capabilities have cropped up. It is essential that today's web sites fit comfortably in as many screen sizes, shapes, and resolutions as possible. Even if you currently have a web site, if it is not usable on tablets and smart phones, it is time to update and redesign it. Otherwise, you are probably losing customers.

### **Here Are 10 Reasons Why Your Business NEEDS A Web Site.**

1. You are open for business all day (and every day).
2. Digital Marketing is inexpensive and reaches a wider audience.
3. Identity and online presence.
4. Take your business beyond geographical borders.
5. **STAND OUT** from the crowd.
6. Keep your customers informed.
7. Communication and customer feed-back.
8. Branding.
9. Because it is the right thing to do.
10. **85% of consumers use the Internet to find local businesses.**

### **2. What is custom web design?**

Custom web design is the construction of the web contents and the incorporation of the company identity with the design exactly as you envisioned it. Through the custom web site design, a company can strategically place features and services that they believe will attract customers.

The custom web design process starts with a blank page and a strong connection with your vision and needs. Certain proven conventions in design are necessary to ensure proper navigation,

***I Build Simple Web Sites For Nice People.***

logo presentation, and content layout and promotion. My goal is to create a unique comprehensible design that is easy to use and will **stand out** from template designs and designs that do not satisfy or adhere to the needs of design conventions, nor capture the client's perspective.

In short, through professional custom web design, let your web site create a compelling presence of your unique identity.

### 3. Why not just use a free/cheap online Web Site Builder Tool?

Numerous folks initially opt for this method to gain the advantage of having a presence in cyberspace. It looks so easy to do on TV. They select a template and "customize" it with colors, text, and personal graphics. Many find out that using these tools take more time and effort than initially realized. Although these tools have improved, they still have an amateurish template appearance.

Many times these services use third party plugins to add bells and whistles to their designs. Images uploaded by the user are not optimized for the Internet. Both these areas add needless bulk to the web site and drastically slow down its load time. Research shows that a web site that takes longer than 2 seconds to load may frustrate the visitor enough to seek out another business. These services focus mainly on appearance and discount usability, search engine optimization techniques, social media integration, and, of course, load speed. All these aspects are important in the making of a successful web site.

Your web site should be as unique as you and your business. It should be specialized in what will meet all your needs, both now and in the future. Custom web sites help businesses **stand out above the crowd** by applying those special finishing touches that quality custom graphics, proper organization, and well-written content can provide. An easy and beneficial way to set you apart from the masses of mainstream business is with a unique web site, complete with a fully custom web design.

### 4. Why choose Jeff Heiser over another web site designer?

I am an avid DIYer and excel in the construction field as a finish carpenter working in the high end housing and commercial sectors of the industry. In addition to my Information Technology degree, I continue to spend countless hours learning current web design practices.

Here are four of my favorite online learning web sites:

- ★ Learnable.com – provides online learning for web designers and developers.
- ★ SitePoint.com – offers web design & development tips and techniques using tutorials, courses, and books.
- ★ Udemy.com - the world's largest destination for online courses.
- ★ TrainSimple.com - Adobe Authorized Training Center which offers online training to learn and master Adobe software and web technologies.

I combine over a thousand hours of self-taught techniques with those learned in the classroom and add my craftsmanship attitude to yield a honed skill as a web designer. [View my Portfolio.](#)

My work ethic and old-fashioned values enable me to complete tasks in a timely manner while charging a fair price for my work. Moreover, I effectively communicate with customers face-to-face, listen to their comments and ideas, and explain technological aspects in layman's terms.

### 5. How much do you charge?

I prefer not to disclose my rates publically. Many times, it depends on what the client wants and what content and graphics are supplied by them. It's safe to say that I charge less than many and more than some. Be assured, my rates are quite reasonable.

The web design process can be complex and time consuming. First is the consultation with the client to discuss the project. This includes ideas, goals, target audiences, key messages to convey, and competitors. With this information in hand combined with some research, development of a site architecture and key pages lead to a visual design that conveys key brand perceptual ideas and to easily connect all aspects of the web site. Now, it's time for site development."

A typical custom web site includes 5 pages/tabs/sections. Examples are: Home Page, About, Contact (Contact Thank You), Products, Services, Portfolio, Store, Photo Gallery, Media, FAQs, and Events. If a Contact/Signup Form is designed, a corresponding [Thank You Page](#) is displayed after a successful submission of information. In addition to these pages are the [Site Map](#) (visitors and search engines look for these), [Privacy Policy](#) (if the site includes a form submission), and a [404 Error Page](#) (Hopefully no one will ever see this. It displays when a customer clicks on a broken link). I integrate social media into the website so visitors can easily find your social media pages as well as share items on the website they like with their social media friends. I also include a favicon to help brand the web site and insert rich snippets to improve search engine results.

I start each site from scratch using HTML, jQuery, and CSS to design each web page. I normally incorporate animated effects to keep a visitor interested including a slideshow to display photos, announce events, promote products, etc. Animated **call to action** buttons are strategically placed throughout the web site so a visitor can easily find products and services leading to sales.

The web design process continues with the testing stage. Testing of the site is critical as there will inevitably be issues that need to be addressed before the site goes live. There is nothing that erodes a brand more than a site that doesn't function properly or that has misspellings or broken design elements. At this stage the site will need to be reviewed on multiple browsers (Firefox, Safari, Internet Explorer) and multiple devices (laptops, tablets, and mobile) to see if and where breaks occur. Upon completion, the web site is submitted to the major search engines ([Google](#), [Bing](#), [Yahoo](#)) for indexing. Feel free to [contact me](#) with any questions.

### 6. How long does it take for a design to be completed?

The timescale of a project is generally dictated by the client. If you have a deadline in mind, I will make every attempt to meet it for you. The most common delay in the creation of a web site is waiting for content (text/images) to be sent to me by the client.

### 7. What types of enhancements can you add to a web site?

Although bells and whistles are commonly found on a web site, it is important to remember that the overall design and ease of use play more prominent roles. If the web site takes too long to load or visitors cannot easily find what they are looking for, they will go elsewhere. I use progressive enhancements available in modern browsers to both enrich the web site and keep it looking fresh. These enhancements degrade gracefully in older browsers.

Throughout my web site, I have added features that showcase my talents including social media sharing, slideshows, a photo gallery, video, lightboxes, rounded corners, custom fonts, shadows, opacity, animations, and custom graphics.

### 8. Do you also host the web site?

I have had success using [iPage](#) to host the sites I have designed and recommend them to others. They offer:

- ✓ Unlimited Disk Space, Bandwidth, and E-mail.
- ✓ Free Domain Registration.
- ✓ Free 24/7 North America Customer Support.
- ✓ Free Security Suite.
- ✓ Free Online Store.
- ✓ Green Powered by 100% Wind Energy.
- ✓ Reasonable Rates. (<\$5/month for up to 36 months)

Many reviewers of web hosting sites rank [iPage](#) as one of the best.

[ConsumerRankings.com](#)

[EditorsReview.org](#)

[TopTenReviews.com](#)

### 9. Do your designs adapt well to mobile devices?

Because of the popularity of mobile browsers, netbooks, and tablets, I view all of my sites on the different desktop and laptop screens, iPad, Kindle Fire, and smart phones. I make pertinent contact information ( Phone Number, Email, and Directions) easily accessible on smart phones. All my site designs pass the [Google Mobile-Friendly Test](#).

A new buzz word in web site development is responsive web design. I have studied techniques and design principles from notable web designers, [Ethan Marcotte](#), [Lea Verou](#), and [Vital Friedman](#) so my designs deliver a quality experience to all visitors no matter how large (or small) their display. I have completed web design courses at [Learnable.com](#), [Udemy.com](#), and [TrainSimple.com](#).

My designs adapt to the viewing display in lieu of a shrunken down version of the website viewed on a desktop or laptop computer. This improves the appeal for those who visit the web site via a tablet or smart phone. As noted above, it now also improves your search engine ranking when visitors search from mobile devices.

### 10. Will my web site be listed in the search engines?

Yes. The web site creation process includes strategies to make your web site more appealing to search engines via keywords and phrases listed in titles, headings, and copy. Adding Rich Snippets and a Site Map positively influences search engine rankings. Upon completion, the web site is submitted to the major search engines ([Google](#), [Bing](#), [Yahoo](#)). This service is included in the web design package.

### 11. After you design the web site, how are changes made?

During the first month after web site completion, any slight tweaks or amendments are carried out to the web site free of charge. After this period, I can also stay on board to maintain the web site. This can include any text, graphics, or theme changes. It is best to keep a web site fresh and current. A stagnant web site becomes lackluster and less appealing to visitors. I offer several web site maintenance agreement options.

### 12. Do you fix computers?

No. My skills are more adept to web design. My son, [Jeff Heiser, Jr.](#), does. You might think that I am just a proud father promoting his son, but his repeat customers and word-of-mouth growth speak volumes about his abilities to remove viruses, resolve network issues, and perform general computer repairs at reasonable rates. He can save your computer from a trip to the curb.

### 13. Are you still a Carpenter/Handyman?

Yes. It is difficult to give up something at which I excel and enjoy doing. Below is the kitchen I recently remodeled. It features a new vinyl floor, over-the-range microwave oven, a granite countertop, and stone tile backsplash. In addition, hardwood replaced the drab vinyl flooring in the foyer. Check out my [photo gallery on my web site](#) featuring some of my carpentry work.

**Kitchen "Before"**



**NOTE:** These Frequently Asked Questions are also available for viewing on my [web site](#).



James M. Beidler  
Research

R & M  
Self Storage



SCHUYLKILL COUNTY  
MOTORCYCLE CLUB



*I came to Jeff Heiser after an unhappy experience with another web designer who just wanted to do a one-size-fits-all job with little attention to detail ... Jeff not only was willing to customize the site to my current and future needs, but he also diligently reacted to my feedback. I especially like the way he is adept at programming the webpages to appear on the great variety of devices that are used today for the Internet.*

*Jim B - Owner, [James M. Beidler Research](#)*



*Jeff designed a wonderful web site for our church. The site is user-friendly, has very nice graphics and is convenient to keep current with the ever-changing activities of the church. It is now much easier to communicate with a larger number of our members.*

*Jeff was also a really nice person to work with during the development stage of the site. We had numerous people providing input to the website design. Jeff had the patience to identify issues and provided sound advice.*

*Thanks to Jeff we now have a great web site that provides the church more visibility in the community.*

*Ron B - Elder, [Bern Reformed UCC](#)*

## JEFF HEISER --- CUSTOMER TESTIMONIALS

“ I strongly recommend Jeff as a web designer for anyone. He redesigned our old web site and we have gotten so many comments and responses that it is just over whelming.

One in particular was a very concerned mother searching the web for motorcycle safety for her son's new interest in motorcycles. She was very pleased by the information she found and noted that it was informational and easy to navigate. Without the expertise of Jeff, she probably would have never found us or enjoyed our web site.

Bonnie T - President, [Schuylkill County Motorcycle Club](#)

“ I am quite pleased with Jeff's attractive modern design. It makes our web site unique. It's easy to navigate and packs all the necessary information into a single page.

Carl B - Owner, [Carl's Kickin' Chili](#)

“ Jeff did a great job on our web site. We have had many compliments on it.

Ann B - VP, [Berks County Genealogical Society](#)

“ Jeff's clean, vibrant design really makes our new web site shine, and his professional attitude makes him easy to work with.

Jennifer B - [Bern Reformed UCC](#)