



**June Kaminski**

BellaOnline's [Web Design](#) Editor

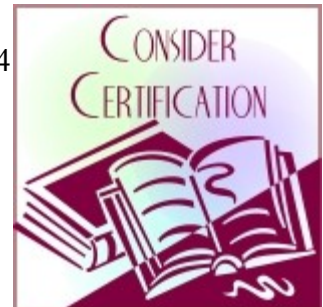
## Making Money as a Web Designer

It can be done. Designers who have honed their skills to a professional level can earn a comfortable, even prosperous living doing what they love. There is a lot of competition out there - thousands of designers can be found online, ready and able to design satisfactory websites for clients. The trick then is to sharpen your itinerary to help you stand out from the crowd.

## Do I Have to Go To School?

At this point in time, web developers do not have to go to university to earn a diploma or degree in web design. That may well come in the future. There are attempts to certify designers with various courses, programs and testing services. But for the most part, a good 75% of designers are self-taught. So, with diligence and talent, you too can earn money, creating websites for others. People who are serious about design, especially if they wish to design for corporations and large organizations do get certified. There are a few options available to you if you choose to go this route.

69 different courses for web development certification are available through [The Training Center](#) for a reasonable cost. All courses are online, available 24-7. Several of these courses are *Microsoft Certified Professional Approved Study Guides and Exams*. A list of sources for Microsoft Training and Certification is also available from the [Microsoft](#) site. Virtually every college and university offer in-class courses which fledgling web designers can attend and slowly build their skills with various techniques and software.



## Where Are the Good Jobs?

The market for certified web designers is staggering. There are far more positions available than there are designers. Still, within the community of designers, competition can be fierce, especially for freelance designers. The name of the game is having a portfolio to show. And learning the ropes of popular design software like Dreamweaver, Front Page, Photoshop, Fireworks and Illustrator. Not to mention, having a niche - a special "something" to offer clients that they can't find anywhere else. For those who wish to work for themselves in a freelance capacity there are several online resources to connect them with potential employers.

[Smarterwork.com](#) will feature your resume, and lists various freelance web design opportunities that

designers can bid on. You need to pass their test to qualify for a web designer listing. Free.

Another really well-done site is [Guru.com](#). They post your resume and you can independently apply for professional level jobs featured on their site. No bidding, which is nice. Free.

[Flipdog.com](#) also features a resume function and a job search section where you can instantly apply for interesting assignments. They will also email you a daily summary of jobs that fit your requirements. Free.

[All Freelance.com](#) connects you with several popular job sites, with a focus on freelance employment. They also offer generous resources for the independent home based designer.

## Going Local.

It's important to also think local. Create a catchy press release and publicity package for yourself and let your local community know about your talents. In the beginning, you may wish to volunteer your services to local non-profit organizations. Once you've built up your portfolio and caught people's eye, you can solicit paid employment. There is a certain percentage of clients who absolutely refuse to work with a designer unless they can meet face to face. So, consider your locale as a potential pool of happy clients.

No matter what strategy you use to find web design contracts, you need to keep consistent. Market, market, market! Keep your business card on you at all times - you never know when you might meet someone who NEEDS you! Create a catchy attractive brochure and give them out as the opportunity presents itself. Consider paid advertising as well. It takes work to become known, but once you've collected a bevy of satisfied customers, word of mouth is often the biggest seller for your designs. Happy Job Searching!



[Web Design Site @ BellaOnline](#)  
[View This Article in Regular Layout](#)

Content copyright © 2010 by June Kaminski. All rights reserved.

This content was written by June Kaminski. If you wish to use this content in any manner, you need written permission.