

CLIENT GUIDE

How to Give Good Website Feedback

The difference between a revision round that works and one that costs everyone time.

From

Davidov Media Design

davidovmediadesign.com

Feedback is a skill. Most people have not been taught it.

When you hire a designer, you are not just hiring someone to make things look good. You are entering a collaboration — and like any collaboration, the quality of the output depends heavily on the quality of the communication. The best designers in the world cannot deliver what you want if they cannot understand what you are asking for.

Most revision rounds that go badly are not the designer's fault. They are the result of feedback that is too vague to act on, too personal to be useful, or delivered in a way that creates confusion rather than clarity. Every round like that costs time, momentum, and goodwill — and sometimes money.

This guide gives you a framework for giving feedback that gets results. Eight rules. Real examples. A pre-submission checklist. And a fill-in template so you never have to stare at a preview link wondering where to start.

“The goal of feedback is not to express how you feel about the design. It is to give the designer what they need to make it better.”

- Rule 1** Review the whole thing before you write a word
- Rule 2** Be specific — location, element, and the change you want
- Rule 3** Explain the why, not just the what
- Rule 4** Separate personal preference from strategic need
- Rule 5** Send everything at once
- Rule 6** Do not redesign — describe
- Rule 7** Approve what is working, not just flag what is not
- Rule 8** Check on all your devices before submitting

1 **Rule 1** Review the whole thing before you write a word.

Open the preview link and look at every page — on desktop and on your phone — before you write a single piece of feedback. Then close the link. Then open it again and read it as a new visitor would, from top to bottom. Only then should you start your notes. Feedback submitted piecemeal — "oh and one more thing" spread across three days — is harder to implement, easier to miss, and more likely to create conflicts between changes that affect each other.

✓ DO

"The homepage hero section feels too dark — I think the background image is pulling too much attention away from the headline."

✗ DON'T

"I have been looking at it and something feels off — can you just freshen it up a bit?"

REMEMBER THIS

Give yourself at least 20 uninterrupted minutes with the preview. Rushed feedback produces rushed results.

2 **Rule 2** Be specific — location, element, and the change you want.

Every piece of feedback should answer three questions: Where is it? What is it? What should change? "The homepage" is a location. "The hero section" is more specific. "The headline in the hero section" is actionable. "The font size of the headline in the hero section feels too large on mobile" is a complete piece of feedback. The more precisely you can locate a problem, the faster it gets fixed — and the less likely the fix creates unintended consequences elsewhere.

✓ DO

"On the Services page, the third service card — the one labeled 'Brand Strategy' — the button is not aligned with the buttons on the other two cards."

✗ DON'T

"The Services page looks uneven — can you fix the alignment?"

REMEMBER THIS

Use page names, section names, and element descriptions. If you are on a desktop, you can right-click and "Inspect" to see element names. But even plain language works: "the blue box halfway down the About page."

3 Rule 3

Explain the why, not just the what.

When you tell a designer what to change without explaining why, they can fix the symptom but miss the actual problem. Understanding your reasoning lets them solve it in a way that works with the rest of the design — not just patch the one thing you noticed. You hired an expert. Give that expert the context to make expert decisions.

✓ DO

"The testimonial section feels too hidden at the bottom of the page. My clients often say social proof is what convinced them to reach out — I would like it higher up, ideally after the services section."

✗ DON'T

"Move the testimonials up."

4 Rule 4

Separate personal preference from strategic need.

Not every change you want is a change the site needs. There is a difference between "this does not reflect my brand" (strategic) and "I personally would have chosen a different font" (preference). Both are worth saying — but label them differently. Your designer needs to know which changes are non-negotiable brand requirements and which are things you could live without if the design rationale is strong. When everything is treated as equally urgent, nothing gets prioritized well.

✓ DO

"I know this might be a preference thing, but the navy feels a little heavy in the footer — is there a lighter version we could try? Happy to defer to your judgment on this one."

✗ DON'T

"I don't like how dark the footer is."

REMEMBER THIS

A good way to signal this: "This is a must-fix" vs. "This is a nice-to-have." Your designer will thank you — and your revision round will move faster.

5 Rule 5 Send everything at once.

A revision round is a single, consolidated list of changes — not a series of individual messages sent across multiple days. When feedback arrives in waves, designers face an impossible choice: wait until the client is done (losing momentum) or implement as they go (risking conflicts between changes that affect the same elements). Neither is good. Batch your feedback. Send it once. If you genuinely think of something significant after submitting, save it for the next round rather than sending a follow-up the same day.

✓ DO

"Here is my complete feedback for the first revision round. I have gone through every page and listed everything in one place."

✗ DON'T

"Quick note — I forgot to mention the logo size. Also, one more thing about the About page..."

REMEMBER THIS

Create a simple Google Doc for your feedback. Label each item with the page name, describe the issue, and describe the desired change. That document becomes your revision brief — clear, complete, and easy to reference.

6 Rule 6 Describe the problem — do not redesign the site.

It is tempting to solve design problems yourself: "Can you move the logo to the left, make it 20% bigger, add a drop shadow, and put a gold border around it?" The problem with this approach is that it treats the symptom you noticed rather than the underlying issue — and it takes the designer's expertise out of the equation. Describe what is not working and why. Let the designer bring you solutions. You hired them because they know things about design that you do not.

✓ DO

"The logo does not feel prominent enough on the homepage — it seems to get lost in the header. I want it to feel more established."

✗ DON'T

"Make the logo 30% bigger with a gold border and move it 10 pixels to the left."

7 Rule 7 Tell your designer what is working — not just what is not.

Feedback that is exclusively critical gives designers no anchors. They do not know which decisions to protect while implementing changes, so they might unknowingly alter something you loved. Positive feedback is not cheerleading — it is information. "Keep the hero section exactly as is" is one of the most useful things you can say in a revision round. It protects good work and lets the designer focus their energy where it is actually needed.

✓ DO

"The homepage hero is perfect — do not change anything there. The color palette is exactly right. The main thing I want to address is the Services page layout."

✗ DON'T

"Everything looks fine but there are just a few things I want to fix..."

REMEMBER THIS

If you genuinely love something, say so explicitly. "The font pairing is exactly what I was hoping for — please keep this throughout." This gives the designer confidence and protects the decisions that are already working.

8 Rule 8 Check on all your devices before you submit.

A design that looks perfect on your laptop may have issues on your phone — or vice versa. Mobile traffic makes up more than half of most site visits. Before you finalize your feedback, open the preview link on your phone, on a tablet if you have one, and on a different browser than your default. Note the device and browser when you report an issue — "On my iPhone 14 in Safari, the contact form overlaps the footer" is actionable. "The contact form looks weird" is not.

✓ DO

"On my iPhone 14 in Safari, the navigation menu does not fully close after tapping a link — the overlay stays visible."

✗ DON'T

"The mobile version has some issues."

REMEMBER THIS

Always include: device (iPhone 14, Samsung Galaxy, iPad), browser (Safari, Chrome, Firefox), and what you were doing when the issue appeared.

BEFORE YOU HIT SEND

Pre-Submission Checklist

Run through this before every revision submission. If you cannot check every box, your feedback is not ready yet.

- I reviewed every page — not just the homepage
Inner pages get skipped constantly. Check them all.

- I reviewed on desktop AND on my actual phone
Not just a desktop browser's "mobile preview." Use a real phone.

- Every piece of feedback includes a page name and element location
Vague location = vague fix.

- I have explained the why behind each significant change request
Not just what — why it matters to the client experience or brand.

- I have separated must-fix items from nice-to-haves
Label them clearly so the designer knows what is negotiable.

- I have noted what is working and should be protected
Positive anchors prevent good work from getting accidentally changed.

- All feedback is in one document — nothing held back for follow-up messages
Complete and consolidated, not a conversation.

- I have not written instructions that redesign the site element by element
I have described problems. I have left the solutions to the designer.

- I have included device and browser info for any technical issues
iPhone 14 / Safari, not just "on mobile."

- I have read my feedback out loud to check if it makes sense
If you cannot say it clearly, the designer cannot act on it clearly.

THE FEEDBACK TEMPLATE

Copy this. Fill it in. Send it.

Use one block per piece of feedback. Add as many blocks as needed. Delete the examples in brackets.

Page:

e.g. [Homepage / Services / About / Contact / other]

Section / element:

e.g. [Hero section — headline text / footer logo / Services card buttons]

What is the issue:

e.g. [The CTA button in the hero section is not visible enough against the background image]

Why it matters:

e.g. [Visitors need to be able to see the button immediately — it's the primary action on the page]

Desired change:

Priority:

e.g. [Increase button contrast, or try a gold background with navy text]

e.g. [Must-fix / Nice-to-have / Just a thought — defer to your judgment]

Repeat this block for each piece of feedback. Create a Google Doc, paste the template, fill it in, and share the link.

THE 8 RULES AT A GLANCE

Quick reference summary

Rule	The principle	The test
1	Review the whole thing first	Have I looked at every page, twice?
2	Be specific — location and element	Can I find this in under 5 seconds?
3	Explain the why	Does my feedback say why it matters?
4	Separate preference from strategy	Is this a must-fix or a nice-to-have?
5	Send everything at once	Is this my complete, final list?
6	Describe problems, not solutions	Am I telling the designer what to do, or what to fix?
7	Say what is working too	Have I protected the things I want kept?
8	Check all devices first	Have I tested on my actual phone?

One last thing. If you receive a design decision and it does not make sense to you — ask about it before requesting a change. Sometimes what looks like a mistake is an intentional choice with a reason behind it. "Can you explain why you made this decision?" is a completely legitimate question. Great collaborations are built on curiosity, not just correction.

Questions about your revision round?

Reach out before you send feedback — not after. A quick clarifying conversation saves revision rounds.

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