



Website Content Questions (or Getting it all together!)

When you're looking for a web professional there's nothing worse than making (or getting) dozens of phone calls and having to sort through them all without knowing how to even tell the good from the bad. This checklist will help you sort it all out to make sure you get the right person (or company) to meet your needs

- ___ 1. Location: is the company located in your country? It may seem like a good idea to use cut rate services on foreign soil but 9 times out of 10 you'll find the language barrier causes communication issues. You get what you pay for – unfortunately.

It's not unusual to hire a company that is not in your town or state- most individuals who provide web services have clients across the nation and provide equally good service to everyone.
- ___ 2. How much experience does the individual/company have with the services you require?
- ___ 3. Review the website of the company you are considering or the portfolio of the individual. More than just the design, look at spelling, grammar etc. If everything looks good and all the text is professional and correct, you can expect the same.
- ___ 4. Does the company have any experience with marketing? While this may not seem relevant, people with experience in marketing develop websites & plans around the best marketing practices including user friendliness and search engines.
- ___ 5. Ask about the deliverables and specific deadlines. How will you know what is being done and steps to completion. Having a project management system that allows you to be involved with the project is a plus.
- ___ 6. Check the on-site customer comments and testimonials. If you aren't satisfied with what you see there, ask for references.
- ___ 7. Ask about payment terms. Avoid designers that want ongoing payments just to keep your site online (like AT & T, Delux, Intuit etc.). Professionals won't charge ongoing fees, at most you'll pay for the hosting of your website on the server but that cost should be under \$200 for a full year.
- ___ 8. Make sure you'll own the website when paid in full. Can you take it with you if you choose? If you don't own the finished product, you're throwing money away.
- ___ 9. Get a clear understanding of how you will be charged for the work. Is it hourly? By project? Or a combination of both.

10. Know what's included with the fee you'll pay:

- a) graphic design
- b) stock photos
- c) copywriting & content development
- d) forms
- e) number of pages included
- f) hosting fees
- g) domain name registration

11. Make sure you'll have full access to and ownership of your domain name.

Once you have considered all of the above- explain your: business, industry, background, goals, and etc. in as much detail as possible. Listen to the feedback from the designer.

12. Does the designer seem to understand your desires and articulate what you've asked for and is he/she able to contribute ideas to further reach your goals?

13. Will the designer/company be able to provide additional services as your business (website) grows?

- a) search optimization
- b) social media
- c) email marketing
- d) blogging
- e) pay per click advertising
- f) e-commerce / database development
- g) optimizing for conversions (producing leads & sales)

If they can't provide ongoing services, ask for recommendations for who would be able to provide the services once the website is finished.

Bottom line, trust your instincts. If the person you are considering can provide what you need within a price range you can afford, and you like their previous work, you'll be happy with the end result.