

Hire a Web Designer/Developer Ultimate Checklist

Be prepared

Before you receive a quote, you should know somewhat of what you want for the website. You want to make sure what your quotes are apples to apples for the most part. What one designer offers can be different from what the other offers on many occasions.

The following list will help you and your future designer create exactly what you want. Knowing what you want is an essential part of the design process.

Preparation

- **Put together all kinds of information about your business, such as all the services and products you offer, industry information and history.**
- **Make a list of your competitors online and offline.**
- **What kind of information do you want your visitors to receive from your website?**
- **What kind of colors do you prefer/dislike?**
- **What sites do you find attractive and easy to use?**
- **Will people purchase items on your website?**
- **Would you like social networking? (Facebook, LinkedIn, Twitter, etc...)**
- **Would you like internet marketing? (Google Ads, Bing Ads, Facebook Ads, etc...)**
- **Do you want users to find your website on search engines like Google?**
- **Do you have a domain name and/or hosting yet?**
- **Will you need photography? Or do you have all the pictures you need for the website?**
- **Will you write your own content information? Or would you like a professional to write your information for you?**
- **What is your budget? (sharing is optional)**
- **Will you want to maintain/update your own site, or hire someone to maintain it?**
- **Geographical area you would like to target users to coming to your site.**
- **What pages do you require for the site?**
- **What features do you NEED and what features do you WANT for the website? (Animations, contact forms, image galleries, etc...)**

SEO, Web Design and Development, for a business these 3 elements are essential. Why build a website that you can't find on Google or Bing? Most businesses do want to be found. They also require attractive, easy to use websites that function correctly. This is why you should always receive a **minimum of 3 quotes**.

Don't make a decision right way. You are investing a good amount of money and everything should be done right the first time. Who you choose to hire should be someone who is always dependable, effective, and reachable. There is nothing more infuriating than hiring someone who never returns your calls.

Choosing your Web designer/developer

1. What does their online portfolio look like?
 - a. Do you like what they have designed and developed for past clients?
 - b. How does their site look? Can you navigate it with ease? Find what you are looking for?
 - c. Are there references, testimonials or recommendations?
 - d. Can you find good contact information about them?
2. Will the design company/freelancer build your website with SEO in mind?
 - a. How much do they understand about SEO?
 - b. Do they do SEO in house, or hire a third party?
 - c. Ask them what their on-site SEO and off-site SEO strategies are.
 - d. Ask if they are Google Adwords Certified

Getting certified for Google Adwords isn't exactly a walk in the park. There are multiple tests that have to be taken and passed in order to get certified. Although, there are several people that are good at Google Adwords and just haven't bothered to get certified, it should be something to keep in consideration for narrowing down your choices.

3. Ask them how they plan to build your website.
 - a. Will they build it in a CMS? If so, what CMS are they using? Go home and do your research.
 - b. Sometimes they may not know this answer right away...
4. If the company/freelancer does not provide other services, who do they recommend?
 - a. Do they offer photography?
 - b. Do they offer copywriting?
 - c. Do they offer hosting and domain purchasing?
 - d. Do they offer custom programming?
 - e. Do they offer custom logo branding?
 - f. Do they offer custom graphics?
5. Will you be able to work with them?
 - a. Do you enjoy their personality?
 - b. Do they communicate well with you?
 - c. Are they too pushy?
6. Does the work proposal look professional?
 - a. Does it detail exactly what they plan to do with your website
 - b. Is there a sitemap included?
 - c. Is there an estimate of completion?
 - d. Is everything you requested in the proposal?
 - e. Does it enlist how many revisions you are allowed to make?
7. What are their maintenance and updating options?
 - a. What maintenance plans do they have?
 - b. Do they have a CMS option so you can maintain/update it?
 - c. Did they include maintenance in the proposal?
8. What do they offer for Pricing
 - a. Did the proposal fit within the realms of the budget you set?
 - b. Is the pricing fair in comparison to what you will receive for work?
 - c. How do they charge? Do they charge hourly? By Package?...
9. GO HOME AND SLEEP ON IT. Don't let anyone push you to make a decision right away.

