



# 5 CRITICAL QUESTIONS

TO ASK BEFORE HIRING A WEB DESIGNER

## .1

Can you provide links to "live" websites you designed?

When you view a "live" website you see the design & how the site navigates & flows. A bonus is you can contact the business it was designed for – a great resource to check professional references. If a designer has only images of static website designs, that's a red flag they are new or have no recent clients.

## .2

Do I have sufficient budget to hire a professional?

If you are serious about making money in your business, a good quality website is an essential investment. Expect to pay \$2,495 to \$3,995+ for a 5-page, custom website. Pricing is determined by the complexity of the site, integrations, & features. Bargain websites are often missing essential components for marketing & SEO which can be expensive mistakes. A pro may be willing to develop, optimize & launch a template with your content for a lower fee.

## .3

Am I prepared to begin this website project right now?

Do you know your business goals? Can you articulate what your business provides & does better than competitors? Do you have the time to review website drafts, make decisions, answer questions & meet deadlines? If not, you may consider rescheduling for a time you're ready. The best websites are produced in a streamlined process to maintain the continuity of the design. Delays increase costs & can affect the quality.

## .4

Is there a detailed, written proposal & contract?

A proposal & contract define the scope & terms of the project. These help protect both parties & clarify included services & features, payment terms & delivery expectations. If the designer doesn't have a detailed proposal or contract, it can lead to misunderstandings, a poor product, financial loss & other issues.

## .5

Do I feel connected & collaborate well with this designer?

Even an excellent contract can't replace a good relationship. If you don't connect well with your designer, choose another. Understanding, responsiveness & good communication are everything. Trust your instincts.