WILD SPIRIT DEVELOPMENT

WEBSITES MARKETING BRANDING

5 Questions To Ask A Website Designer Before Hiring

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Congrats!

You're to the point in your business where you're ready to hire a developer to create a website for you.

There are hundreds of developers out there, and you need to make sure you're hiring someone that fulfills your needs and more.

We have narrowed down the 5 most important questions to ask **BEFORE** hiring someone to develop a website for you.

1.) What do you need from me to get started?

Many developers request that certain assets such as branding, website copy, and photos be provided. Be sure that you have a clear list on what assets you need to collect beforehand.

Having these ready, or at least a general collection before hiring a website developer will help the timeline process move along quicker

On the next page is a checklist that in general a website developer would need from you - of course, this would vary on your project needs, and what the web developer provides.

ASSETS TO START COLLECTING NOW

☐ Website Copy

Website copy is the most time-consuming part from a client's side if you're writing your own copy. Try to break out the pages you're thinking you'll need Home, About, Services and start writting down basic information you want on that page, and then write further from there. Having a basic understanding on what you want on each page will help when you begin your project.

☐ Photos

If you have specific brand photography or product photography that you want to be included within your website collect these within a shareable folder like Google Drive or Dropbox so that you can easily share them with your developer. Any images you want to use as a background image on the site - try to make these high resolution, minimum of 2,000px wide.

☐ Branding or Logo Files

If you are using an already created branding & logo have these files ready to send to your developer so they can implement them.

2.) Do you build custom designs, or do you use pre-made templates?

There is nothing wrong with using templates, however, you want to ensure you're paying for exactly what is promised.

If you're paying for a custom website (expect to be investing more), you should expect a website that isn't identical to that of someone else.

This can be seen as well within a portfolio of a developer.

When looking through a developer's portfolio - take a mental note of whether all of the websites **look the same just different colors and pictures** - or is this a s**tyle that developer has**. It can be hard to determine template vs style - but when looking at examples in bulk it can make this a bit more clear.

Does each one look unique and fit to that websites needs?

3.) What efforts will be used to ensure my website is secure & safe?

A website can be aesthetic looking, but it **has to functional** and **be safe** too. One of the most important elements you want to ensure with whomever you are hiring is do they know the measures it takes to keep your website secure, and safe?

Some things to keep in mind, and even look for yourself are:

- **Is the developers website HTTPS?**
  Don't know what HTTPS vs HTTP is, click [[HERE]] to Read About the Difference & Why You Should Care

- **Ask what plugins do they use for site security?**
  Some well known security plugins are Wordfence, Defender, BulletProof, Securpress just to name a few.

Services that security plugins should cover are:

- Active security monitoring
- File scanning
- Malware scanning
- Blacklist monitoring
- Security hardening
- Post-hack actions
- Firewalls
- Brute force attack protection
- Notifications for when a security threat is detected
- Much more

Maintaining website security is a long-term recurring task that is needed to be monitored. Does your developer offer website maintenance to assist in these tasks - or will they train you on how to maintain your own website.

4.) Will my website be compatible with smartphones, tablets and other mobile devices? aka: Mobile Responsive

Many people are looking at websites on their phones, tablets etc compared to those that look on a desktop/laptop. You want to ensure that the developer & designer understands and executes a technique that enables mobile responsiveness to your website can be used just as easily as a desktop visitor would be about to.

WILL MY WEBSITE LOOK IDENTICAL ON A PHONE?

Unfortunately there are some elements that cannot be shown as well on a mobile device compared to that of a desktop. A developer/designer should be able to use techniques that best duplicate what that element is needing to look like for mobile devices.

Keep in mind, not everyone has fast computers, or a fast phone. So the more flashy elements get (animations), the slower it can make your site.

5.) Do you offer on-going maintenance after my site goes live?

Depending on if you're wanting to take over the maintenance for your website after it's launched, or have your developer do on-going maintenance, be sure to ask your developer or designer exactly what post-launch looks like.

A website is just like that of a car, you have to keep it maintained to ensure that it runs properly, and is safe. Just like anything - when there is a hole in it, it can pose a weakness for a threat to come in, and you don't want that.

Talk with the developer/designer and see if maintenance is something they offer or do they train you on how to maintain your website on your own?

Want to read more on the importance of maintaining your website?

Read More

6.) What kind of access do I have to My website after it's launched?

This is a VERY important question. You've just invested all of this money into this project, now you need to know if you can access it on your own, or each time something needs to be changed - do you have to go through the company?

Be sure to ask about basics such as:

- Do I have my own administrator login to my website?
- Do I have the ability to make changes to my website without having to go through you?
- Do you offer training on how I can use my website after we launch it?

Besides asking how to get into your website after it's launched - but sure that you have ownership of at the very least your domain name. Some developers will offer to host your website on their host for a monthly rate, if you decide to not do that - ensure that the host you're using belongs to you, and is in your name.

There can be a million and one questions to ask a developer/designer, you can find lists ALL over the internet upon what to ask.

Most importantly, when you ask a developer/designer a question....take notes. Keep information on the ones your interview, and above all else ASK QUESTIONS.

You want to ensure the investment you're putting into a website will be worth every cent you're putting into it. A website can be very time-consuming, and can even be an emotional investment, you want to make it worth it.

If you have any questions, or even need more clarification on some items, feel free to schedule a consult and we can help answer any of your questions.

Book Now

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