

## 5 Questions to Ask Your Web Designer Before You Hire Them

If you're going to survive in today's marketing landscape, you NEED a website. Even more, you need a fresh, up-to-date, modern website to give the best first impression possible to anyone who checks you out. If you don't want to do it yourself (and honestly, you shouldn't unless you have experience as a designer), there are plenty of web design companies out there who can build a great website for you.

However, before you sign the agreement and make your first payment, make sure you get the answers to these five questions.

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### Do I get to keep my website?

Many marketing companies actually don't let you keep your website when you decide to terminate your relationship with them. Other companies who build websites on their own proprietary platform may hand over the keys when you leave, but your website will likely break or begin to perform differently when you move it to a new host. Make sure you understand what happens if you decide to end your relationship with your vendor.

### Do I pay extra for requesting changes to my website?

Watch out for this one! Many companies charge an hourly rate to make website changes. For example, one of our clients had her website with a different company. She requested a new page to be added, and they quoted her for four hours of work, which would cost over \$200! We logged into her website on her behalf and created the page in less than 15 minutes and didn't charge a dime for it. While larger changes that involve reworking code or redesigning entire page elements could incur additional costs, most simple, basic changes should be covered.



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### How long will it take to build my website?

Be wary of web design companies who promise to build your website in a week, a few days, or even 24 hours. These websites will either be super basic, something you could have done yourself for free, or a standard template website that could look exactly like any number of websites (including your competitor's) out there. Remember—the best websites take time to create because they're custom designed and programmed. If they're also writing the content for you (which we'll discuss next), that's also some added time.

### Do you create my website copy, or do I have to provide it?

If you're one of the few business owners that won't obsess over your writing and try your hardest to make it absolutely perfect, it's best to let your web design company write the content for you. However, make sure you understand their strategy. Are they going to be writing for the humans who visit your website, or will they be catering to search bots by forcing several keywords into your copy and disrupting the flow?



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### Do you provide hosting and security?

Make sure you understand your responsibilities here. Many companies just design a website and then rely on you to figure out where to put it, like GoDaddy, HostGator, etc. Alternatively, look for a company that provides the hosting and security for you, and see whether or not your website is fully covered in the event of a breach or a hack. Even the most secure websites in the world can fall victim to breakdowns, downtime, or hackers, but very few hosting providers will help you undo any damage and get your website back to normal—at least, not without charging a hefty fee.

## About the Author

Spotlight Branding is a leading marketing agency dedicated to marketing for law firms and other professional services by creating a content marketing strategy that *actually works!*

Spotlight Branding provides internet marketing services such as website design, blogging, email newsletters, social media, video, and more! What makes them unique is their focus on using the internet to build a brand and help businesses stay connected with their network rather than focusing on SEO services.