Top Questions to Ask a Web Development Company

Instructions: Use this resource to take notes during interviews with prospective web development companies.

Company Name:

Top 7 Questions to Ask a Web Development Company

1. How long do you take to complete a project?

2. What services are included in the price?

3. Are your websites template-based or customized?

4. How do you do market research and analysis?

5. How involved will I be in the process?

6. Can I edit the website after it's complete?

7. Do you perform all of the work in house?

Must-have Features

Use this checklist to determine whether the web development company you're considering offers all of the tools and features your business requires.

Note: There may be features beyond this list that you require, so be sure to study it carefully and add any other services you need.

Must-have Feature	Why It Matters	Is It Offered?
Industry Experience	Choosing a web developer with prior experience in your industry ensures that they know the latest trends and tools that will be used on your site.	**Y**: [ ] **N**: [ ]
Market Research and Analysis	No two web development projects are alike, so you should choose a team that can perform market research and tailor the website to your audience.	**Y**: [ ] **N**: [ ]
An In-house Team	Your web developer may outsource some services, such as writing or social media marketing; however, core services, including web design and development, should be performed in-house by a trusted team.	**Y**: [ ] **N**: [ ]
A User-friendly CMS	A content management system (CMS) allows you to update the website yourself. This is important if you plan to maintain a blog or an e-commerce platform.	**Y**: [ ] **N**: [ ]
Custom Website Options	While templates can be cheaper, a customized website will be tailored to your needs and is a necessity for more complex development projects.	**Y**: [ ] **N**: [ ]
A Clear Timeline and Budget	Ensure that your web developer can finish the project before your intended launch date and that there's a plan in place if you request more changes or the scope of the work expands.	**Y**: [ ] **N**: [ ]