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.

<table>
<thead>
<tr>
<th>Must-have Feature</th>
<th>Why It Matters</th>
<th>Is It Offered?</th>
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</thead>
<tbody>
<tr>
<td>Industry Experience</td>
<td>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.</td>
<td>Y: [ ]   N: [ ]</td>
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<tr>
<td>Market Research and Analysis</td>
<td>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.</td>
<td>Y: [ ]   N: [ ]</td>
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<td>An In-house Team</td>
<td>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.</td>
<td>Y: [ ]   N: [ ]</td>
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<tr>
<td>A User-friendly CMS</td>
<td>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.</td>
<td>Y: [ ]   N: [ ]</td>
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<tr>
<td>Custom Website Options</td>
<td>While templates can be cheaper, a customized website will be tailored to your needs and is a necessity for more complex development projects.</td>
<td>Y: [ ]   N: [ ]</td>
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<tr>
<td>A Clear Timeline and Budget</td>
<td>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.</td>
<td>Y: [ ]   N: [ ]</td>
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