What to Ask Web Design Companies

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

Company Name:

Top 6 Questions to Ask a Web Design Company

1. Can you show me examples of previous client websites you've designed? Are any of them in my industry?

2. What services are included in your web design projects (i.e., graphic design, copywriting)?

3. Will the new site be SEO- and mobile-friendly?

4. Who will maintain the website once it's finished, and will I be able to update it myself?

5. How involved will I be in the process?

6. Who owns the finished product (code, domain, etc.)?

Must-Have Features

Use this checklist to determine whether or not the web design 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?
Portfolio examples	The best way to predict how your site will turn out is to see what other projects the web designer has worked on. Click through examples on their site's portfolio and read customer testimonials or case studies.	Y: [ ] N: [ ]
Responsive design	A significant amount of web traffic comes from mobile devices and tablets. It's important to choose an agency who specializes in responsive web design so that your site works on any device.	Y: [ ] N: [ ]
End-to-end production	You'll need more than just a website template. A good web design company has experts on hand who can write, design, host, and maintain your website.	Y: [ ] N: [ ]
SEO strategy	Your new site must be optimized for organic search results. Ask about their SEO practices and strategy for getting your site on page one of the relevant search results.	Y: [ ] N: [ ]
Built-in CMS	A CMS (content management system) is the interface you use to update your site yourself once it's completed. You shouldn't have to go through your agency everytime you need to update something, so it's important to have a CMS.	Y: [ ] N: [ ]
Web hosting and domain registration	If you don't already have a web host, choose a company that can host your website and register a domain name for you.	Y: [ ] N: [ ]
Customizable packages	Custom coding costs more, but can keep your site from looking like every other one in your industry. Agree on how many pages your website will have and how customized it will be to avoid any surprises.	Y: [ ] N: [ ]