bloom

YOUR CHECKLIST OF QUESTIONS

To ask before hiring a Web Designer

Good websites make for good business,

so before you hire a web designer to create a new website or refresh your existing site — make sure you're asking these five important questions:

1   **What additional services do they offer?**

If your web designer works as part of a full-service agency, you'll be able to avail of additional support in areas such as branding, copywriting, photography, graphic design and more.

If your web designer works entirely alone and "doesn't like to outsource", consider it a red flag if they claim to be a master of every service we've listed above (especially if they also claim to be budget-friendly!).

2   **Do they use a professional copywriter?**

Following on from the previous point, some web designers will try to scrape by using their own text, but because brand messaging is one of the most important aspects of your website, it's always better to use the services of professional copywriters.

If you're using an agency, they'll likely have this covered, as well as being able to optimise your site using keyword research and SEO.

If you're using an independent web designer who doesn't happen to have been a professional copywriter in a previous life, make sure they're outsourcing these types of tasks to the right people!

3   How good are their overall design skills?

A good web designer will always know what looks good, so they're usually a good person to ask about logo design and the overall aesthetic of your brand.

If your web designer has the right skills, having the same designer looking after all of your marketing materials makes for more cohesive branding.

4   Ask for a copy of their portfolio

A web designer will often showcase the best of what they have to offer on their own website, but it's also good to check in on the sites that didn't make the cut.

Ask if they've completed any websites for your competitors, and specify the level of additional extras you want to make your site stand out. Often extra pages and buttons cost more money, so check the pricing in advance!

5   Do they cover SEO optimization?

SEO isn't just about following good digital practice, it's about a web designer taking pride in their work and wanting their websites to be as beneficial as possible for their customers!

An experienced web designer will be well-versed in SEO practices and be able to advise further on how to get your site ranked higher in Google. Whether they outsource SEO optimization or take care of it themselves, SEO practices are vital for the success of your website!

Bonus point — don't forget to examine the finer details!

Your web designer should only be utilising services that are secure and help protect your website from hackers, downtime and slow loading times. Ask which web hosting company they use and immediately Google whether or not it's a shared server.

Services such as GoDaddy might seem fine from the outside, but in the long run, your site is not safe on a shared server.

Quick checklist:

➡️ What exactly is included in your website packages?

➡️ Do you use a professional copywriter?

➡️ Can you help me with logo design and branding?

➡️ Do you have a portfolio specific to my industry?

➡️ Do you include SEO optimization in your website packages?

➡️ Do you use secure web and email hosting services?

If you'd like to skip the research phase and jump straight in with a web designer who ticks all the boxes, you can **contact us** directly for a quote.

At Bloom Creative Design, we get you seen online, bring you qualified leads and get the phone ringing again.