7 QUESTIONS

TO ASK WHEN YOU'RE LOOKING FOR A WEB DESIGNER

WEBSITEMUSCLE

You need a new website. But do you know what to look for in a website designer?

We've heard countless horror stories from clients about designers who didn't have the technical knowledge, attention to detail or communication skills to get the job done. (That's usually why they call us.)

Those stories are the reason we recommend asking the following questions - so you can compare designers before investing in a new project. Whoever you choose, we encourage you to go with the web designer that wants to help your business grow, and has your best interests at heart.

THE 7 QUESTIONS TO ASK:

1) What's your design process?

2) How will we communicate? And how often?

3) What will I have to do?

4) Who will be my main point of contact?

5) How do I get people to see my new site?

6) What happens after the site is complete?

7) Why should I choose Website Muscle?

What's your design process?

If your web designer responds to this question with a wide-eyed "deer in the headlights" look, that's a big red flag. A good designer (heck, even a so-so designer) should be able to tell you what you're getting and when you'll get it.

At Website Muscle, not only do we have a clearly defined process, we involve you every step of the way. When it's done, your new website should be a reason to party - but it shouldn't be a surprise party.

Website design is a collaborative process. We want you to know both what we are responsible for, and what we will need from you, at the start.

Before we get to work, the first step is a **Content & Design Strategy Session**.

These meetings can take an hour or two, but understanding what you need from the beginning is vital to a successful website project. We'll establish how your website should look, who your website is for, how to get their attention, and what visitors should do when they arrive (calls to action).

During the strategy session, we'll also step into **The Content Zone**. Since a new website is only as good as its message, our Project Manager and Content Writers will work with you to make sure the website says what you want it to say. (This also includes logos, videos, images, etc.) If you have existing written content to use, we can proofread it for you and make sure everything is up to date. And if you need new content, we do that too!

As the ball gets rolling on content, we'll also be working on **Design**.

Our designer will put your notes, ideas and desires into a modern and easy-to-use design that highlights your business and your branding. We'll send you a copy of the wireframe so you can make suggestions, share thoughts and make sure we got it right.

When you're happy with the wireframe, we move on to **Coding**.

Our developer turns your unique design into a responsive website that looks great and works great on desktops, smartphones and tablets alike. When the page is ready, we'll send you an "in-development" website link so you can see your new website in action.

Finally, when all revisions are complete and your site is ready to be released into the world, we'll hand it off to you. After all, your new website should belong to you, not us - we're just happy to help.

How will we communicate?
And how often?

Does your designer prefer phone calls, texts or email? Can you call at any time, or does your designer sleep during the day and work at night? (In that case, maybe try a Bat-Signal?)

Make sure to find a designer that works with your schedule and uses your preferred method of contact, or your whole experience will just be a long, frustrating game of cat and mouse.

At Website Muscle, we're always available to take your calls during business hours, and we reply promptly to emails as well. (Of course, we aren't always perfect. But after you've called us, go ahead and try to reach the other web company. We'll wait right here - it could be a while.)

Our Project Manager will keep you updated on your progress, and the entire team will be happy to answer any questions you have about the details. Sam is always around if you want to talk about your project's Big Picture.

What will I have to do?

Are you wondering how involved you'll have to be with the web design process? That's what this question is designed to answer.

Many designers expect the client to provide everything - all of the images, logos, written content for every page, and any other element that they can think of.

Now, we know that you're not a web designer. And we know that even though this project is important, you have other things to do.

That's why at Website Muscle, we prefer to think of every project as a partnership. We'll let you know what information, images and input we need from you throughout the process, but we don't expect you to design pages and write content for your whole site.

If you want to convert website visitors into customers, you'll need clear calls to action and well-written, engaging and informative content on every page. And if you want to reach the top of Google's search results, you'll need fresh updates on a regular basis. Google prefers websites that are active and constantly adding value for visitors.

If you can provide clear, confident and typo-free* written content, we'll be happy to add it to your new site. If you know what you want to say but not exactly how to say it, our content writers will learn about your business and craft a message geared at converting your online visitors into customers.

*Remember, every time you make a typo, the "errorists" win.

Who will be my main point of contact?

This may seem too simple, but you can tell a lot about a company when you ask this question. If answered properly, you will understand how the company operates, who you will be dealing with on a weekly or monthly basis and how much experience the team has.

Want to learn more about the Website Muscle team? Click here.

How do I get people to see my new site?

This question will shine a light on your potential developer's grasp of online marketing. If marketing your business online is important to you, then you should work with a company that understands the methods that work - and can explain how they work to you.

After all, a new website is only as good as the amount of traffic - and customers - that it brings in. Your designer should know a lot about search engine optimization (SEO) tools like page titles, META descriptions, ALT image tags and more.

The Website Muscle marketing team will be happy to help you with proven online marketing techniques to make your site competitive within Google's search results. Our content writers will learn about your industry so we can create relevant and engaging blog posts on your behalf, so you can **Become The Authority** in your field. And if you are a small business with local clients, we can provide "local" online marketing with pages that target the cities your clients come from. This will help your company show up in more relevant search results, leading to more potential customers.

What happens after the site is complete?

This question can help clarify how much support you will receive from your website company once the site is live.

All websites require regular maintenance to keep everything running smoothly. And as we mentioned above, to keep your website on Google's radar, you'll need to update your site regularly with content like blogs and landing pages.

If this already sounds like more work than you want to do, you will want a company that is available to help and make updates as needed. Either way, finding out the standard launch procedure and what training is available to you will help make the new site transition smooth.

When your Website Muscle project "goes live," it belongs to you, but we'll still be around to help. At the end of the process, we'll show you how to login and edit the page if you want, and we're always available to answer your phone calls and emails if you have questions.

Why should I choose Website Muscle?

OK, maybe this isn't a good question to ask other website developers. They probably won't tell you about our 5-star Yelp rating. Or the 500-plus website projects we've successfully completed since our business began in 2007. Or how our customers keep recommending us to friends and colleagues because their website turned out better than they expected. We just thought you should know.

Best of luck with your new website project! We hope to hear from you soon.

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