



CMATHER.COM
WEB DEVELOPMENT



10 Things you MUST know before hiring a Web Design Company

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So you're ready to take your business to the next level? The first step is to get an eye-catching website that brings your customers to you. You need a professional site that is on-brand and works for you. Whether starting from scratch or doing a total revamping of your current site, this can seem daunting. And you know you need help, but how do you find top-quality help that will deliver?

There are 10 things we recommend you explore when looking for a [web design company](#). Ask questions and do your research to find the perfect fit!

1. What's included in the initial design?

It's important to know upfront exactly what is included in the design. Ask for a breakdown of everything that is included and get clear on anything you may want that would be considered an add-on. At CMather we have [fixed web design packages](#) so you know exactly what you're getting. The only surprises you'll get are knock-your-socks-off professional design.

2. What is the cost?

Just like what's included in the design, you'll want to know specific costs. Some companies have fixed pricing and others charge for monthly upkeep. Get clear on what your options are and what best fits your needs. Understand your budget and ask what can be accomplished within your means. Don't forget to check on [recurring web hosting](#) and [domain name charges](#). These are generally separate to web design costs.

3. How long will it take?

Your timeline is extremely important. If you are planning a launch or other big event to coincide with your new website, you'll want to ensure that the company you hire can meet your expectations. Get specific on your expectations for completion and ask what milestones will be marked along the way, so you can ensure things are moving at a pace you're comfortable with.

4. What is the process and who specifically will be working on this project?

A great website design company will take you through the design process and ensure you have specifics on your project. No one wants to be in the dark through such a big project. Ask about the steps along the way, how they match up with the timeline, and about the people who will do the actual work. You should feel comfortable with where you and your new website are headed.

5. How do you communicate and what kind of support can I expect?

Knowing who exactly is working on your project and your contact person allows you to get information quickly and communicate as effectively as possible. Ask how often you'll be contacted and what their standards are for updating customers. It's important to know you'll get the support you need along the way and can communicate easily with your team.

6. What is your research and discovery process like?

Before beginning any work on your website, the company should do some research about your industry and what your competition is up to. You want to be on the cutting edge and ahead of the competition. Your design team should be able to discuss trends in your industry and how your website will be on trend and one-of-a-kind at the same time.

7. How will you create a site that is aligned with my goals?

Above all, finding a team that's a good fit is critical. Your website is your business. It's how your customers get to know you and how you create a relationship with them. Good design is not just about pretty colors and fancy fonts. Know your goals and ask how they will translate those goals through web design. Make sure you're being heard and you feel confident that your goals are at the forefront of your new site.

8. How will your design help my business?

Get specific here. There is a lot that can happen behind the scenes that will improve your business. Things like [search engine optimisation](#) and high conversion rates are important elements of design that aren't always that obvious. Ask the team what tangible results you can expect from the design and how particular features of the design will impact your business.

9. Who are your clients and what results have you achieved?

You'll want to see some examples of work or something that shows you the experience of the team you're hiring. At CMather, our clients' privacy is of upmost importance and we keep their information confidential. However, we can share the experience of our team and results our customers have seen as a result of our work. If your team can't show you a portfolio of their work, ask them what they can show you and why you should give them your business.

10. What do you need from me?

Even with all of your questions, there's always something you could be forgetting or missing. You're hiring a web design company because you want the professional help. Let them be the professionals and give them the chance to ask you questions and fill in the blanks. Give them the opportunity to step up and they may blow you away with things you hadn't dreamed of.

Knowledge is power. Head into your next meeting with these questions and know that you are well prepared to take the next step in moving your business to a new level. A great web design team is a partnership you should feel comfortable with. Cover these 10 questions and ensure you've got a great partner on your side.

About CMather Web Development:

At CMather we offer Free IT Consultation, Professional Project Management and Tips & Tricks to help grow your online business. Contact us for a chat today or visit us online at www.CMather.com.