Kate Winter

Questions to Ask When Hiring a Web Designer

References and Portfolio

- Can you show me examples of relevant work? Either in a related industry or similar style to what I want?
- Can you provide me with professional references?
- Ask the references for information about timeline, up-charges, and happiness with the final design.

Search Engine Optimization

- Do you include SEO?
- How much is adding SEO services and what exactly does that include?
- Will you tag my photos for SEO?
- What is your keywords research process?
- Will you submit my site to Google Search Console?

Timeline

- How long will this take including edits?
- When can you start? Does that work with your intended timeline?
- What percentage of your projects finish on time?
- What kind of response time can I expect after calls and emails?
- Is there a fee if this project goes past the completion date?

Edits

- Is edit time is included?
- How much and is it measured by rounds of edits or hours?
- What happens if we exceed this time?
- Who can edit the site after launch? Can you show me or will I have to pay your hourly rate?

SubContracting

- Who will be working on my site?
- Do they work for you or are they independent?
- May I speak directly to them about design ideas?

Pricing

- What is the total cost and what does that include?
- What could change the total price?
- What add-ons are available?
- What is the payment schedule? If they ask for 100% upfront- this is a red flag! Most will ask for a 50% deposit.

Other Services- Graphic Design, Photography, Video

- What other services do you provide?
- Will billing/invoices be through you or another person/company?
- Can you show me examples of that person's work?

Branding

- How will the site incorporate my branding elements?
- Will the website experience be an extension of the experience someone would have working with me or my physical storefront?

Hosting and On-Going Maintenance

- Who can maintain my website?
- How much do you charge for this?
- Does it include backups?
- If I need edits down the road - what is the rate?
- How can I check my website traffic?

Will I Own My Website?

- Will I own my domain?
- Will I own my website files?
- How do I get access?

Other Questions
Is there a contract
Are you insuranced, or asking to be paid 100% upfront in cash.

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