



Website Buyer's Guide

What to Ask Before You Hire a Web Designer

Don't get stuck with a template in disguise. This 5-minute checklist will help you avoid cookie-cutter traps and ask the right questions before signing any deal. Whether you're a small business owner or a solo entrepreneur, these questions will help you get the most from your website investment.

Top 10 Questions to Ask

☐ **Will the website be custom-built or based on a template?**

→ Templates can limit your growth and look like dozens of other sites. A custom site is tailored to your brand and goals.

☐ **What is included in the quoted price—and what is not?**

→ Get clear on what you're paying for (design, SEO, revisions, hosting, etc.) so there are no surprises later.

☐ **Do I own the site, domain, and content once it's complete?**

→ Make sure ownership is transferred to you—you shouldn't be locked out of your own business website.

☐ **Will the website be optimized for mobile, speed, and SEO?**

→ Performance and visibility matter. Ask how they'll ensure your site loads fast and ranks well.

☐ **Who will maintain the site after launch—and how much will it cost?**

→ If they disappear after launch, you're stuck. Know if updates, backups, and security are handled (and how).

☐ **Can I easily update the content myself, or will I need help?**

→ You should be able to add blog posts or edit pages without a developer.

☐ **What platforms or technologies will be used—and why?**

→ Not all platforms are created equal. Make sure the tech fits your goals and isn't just convenient for the developer.

☐ **How are timelines and revisions handled?**

→ Avoid stress by setting clear expectations for deliverables, deadlines, and how revisions are managed.

☐ **Is training included if I need to manage the site?**

→ You deserve to know how to use the tools you're paying for. Ask if tutorials or walkthroughs are included.

☐ **Can I see examples of your past work and speak with previous clients?**

→ Testimonials are great—but real conversations with past clients are even better.

These questions help you avoid vague promises and focus on what matters—results, ownership, and long-term value. Use this guide before hiring any web designer to ensure your website is built right the first time.

Questions? Let's Talk

David Taylor

A Working Website

 aworkingwebsite@gmail.com

 www.aworkingweb.com

 (786) 760-6159