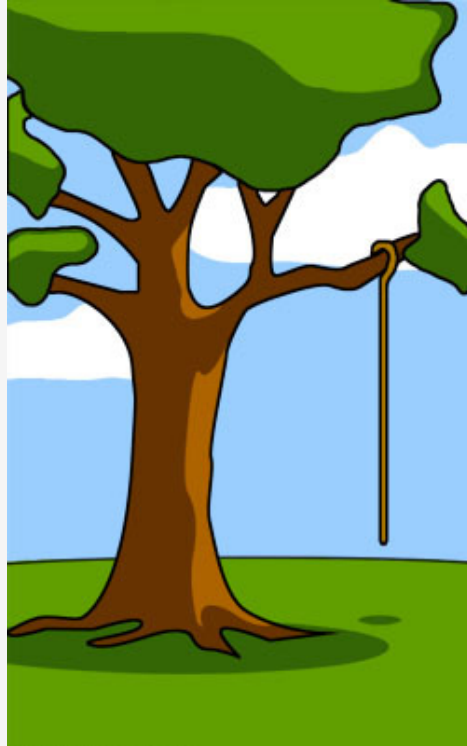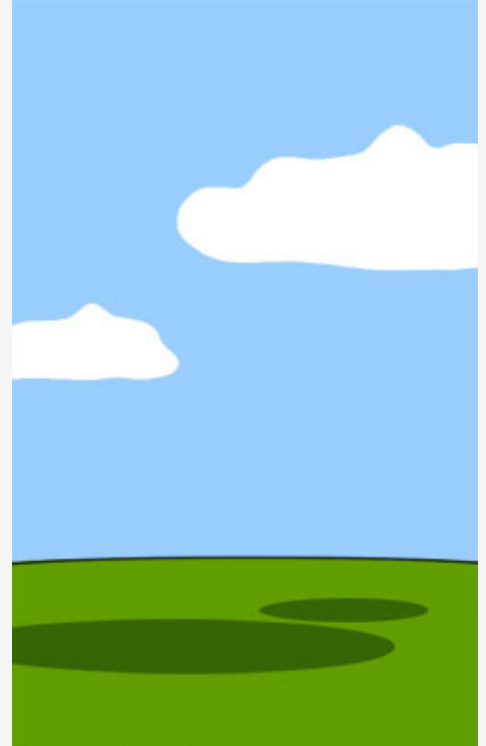# Questions You Need to Ask

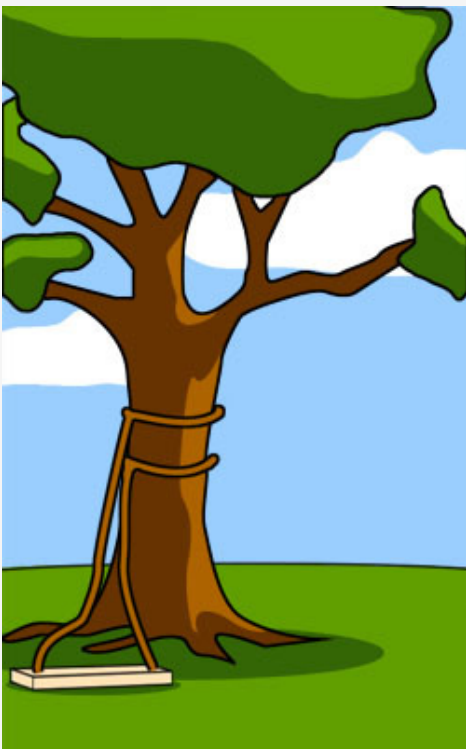## Avoid miscommunication with your designer
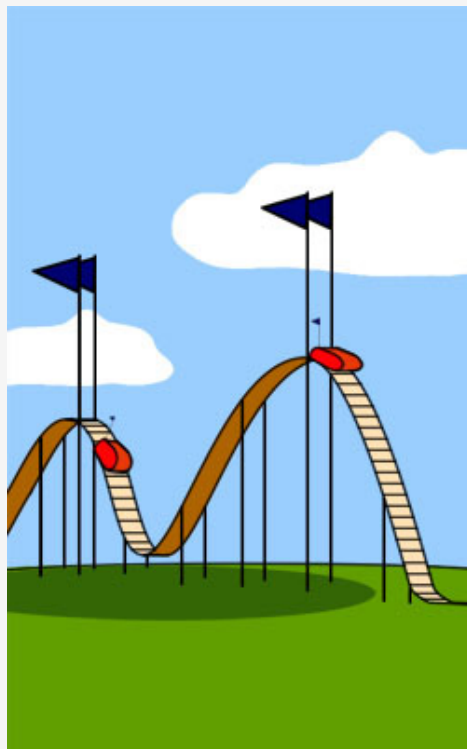

How the customer explained it

What features were installed

How it was documented

How it was programmed

How it was billed

What the customer needed

Phase 1 - Narrow the Playing Field

If you don't like the answers to these questions, there's no reason to proceed to Phase 2. You don't want to work with this designer or organization.

- What led you to do design?
- How long have you been in design?
- Do you use prebuilt templates or do you do custom design?
- Do you work in an office space or home office? (In other words, what are their hours of availability?)
- Do you have an established or preferred mode of communication? (Phone, email, text, etc.)
- Can you provide references from companies you have built websites for?
- On average, how long was your turnaround time for past projects?
- What happens if I'm not happy with the design?
- Who owns the design when you've finished?
- What other services besides web design do you offer?
- Who will be my point of contact with this project and who will be doing the design work?
- Why should I hire you for the job?

Phase 2 - Establish Expectations

At this stage, you can see yourself doing business with this designer or company, you've given them some information about your business and objectives, and you're entitled to ask the following questions before you sign anything.

- Are you comfortable with my brand and do you understand my marketing message?
- Have you worked on this kind of a project before?
- Will you show me a few samples of your ideas for my project so I can get a feel for your work?
- Tell me a little bit about your sales and marketing experience and how you incorporate that into your designs.
- As a web designer, how knowledgeable are you with organic search engine optimization?
- Do you adhere to web design best practices? Can you describe them?
- Do you have a documented process you go through for new projects? What is it?
- What do you need from me in order to complete this project?

Phase 3 - Get Crackin'!

If you're satisfied with the answers to all of the above questions and you've gotten it in writing, strike a deal with confidence, knowing that every dollar you spend is an investment in the performance of your website.