



Tips for Developing a Hard Working Website

Questions to Ask Website Developers:

Do you have a business website with details of your experience and a portfolio?

How long have you been developing websites? What kind of websites can you do (CMS, HTML - should be skilled in both)?

How do you keep current with the latest trends and technology?

Where will my website be hosted? I'd like the hosting to be with a company not affiliated with you and to be charged to me in my name; is that a problem?

What steps are taken to protect my site?

How do you optimize websites optimized for search?

How many "theme" designs will you show me?

How many draft changes are in the quote?

Do you provide three references I can contact?

Can I review your standard contract?

Who owns the design materials and source code? Do you detail "copyright released" to me in your contract?

Who owns any stock photos that may be used?

What are your business hours? What is your backup if you are on vacation and my site crashes?

Do you provide me with a full summary of the "c-panel" information so I may access and control my site?

If I have changes, what is your hourly charge and in what increments of an hour?

What Website Development Contacts Should Detail for Your Protection:

Site map draft that details all pages to be developed.

Scope statement that details:

Are they securing the URL for you?

Hosting account info and who is setting it up, how it is being paid for, and the cost.

Are email accounts being set up for you?

Design and set-up of a pre-website "splash" page.

Type of website: CMS, WordPress, HTML "brochure".

Whether they are creating the design.

Whether they are creating all content or you have to provide content.

Whether they create graphics, photography or purchase stock photography.

Is training you on your CMS/WordPress website included and how many hours?

Details of the website structure:

Plugins included for enhanced user experience

Location of main navigation menu and inclusion of footer navigation

All login info as a deliverable after final payment

Copyright line to reflect YOU own the site

Security of the website

Database backup

SEO tools

Photo gallery(s)

Rotating photos gallery(s)

Blog page or blog area

Contact forms with auto replies

Google Analytics (in your name) tied to the website for data analysis.

Details of all costs and how payments are made:

Once your final payment is made, you will be given a site document with the full details of all your hosting and website logins, email accounts, and site specs.



Equine Online Design

EquineOnlineDesign.com

Adrienne@EquineOnlineDesign.com

503-538-6021



MARKETING CONSULTANTS

MC2MarketingConsultants.com

Teri@MC2MarketingConsultants.com

503-557-1513