

28 QUESTIONS YOU SHOULD ASK BEFORE HIRING A WEBSITE DEVELOPER



Finding the right website company can be a challenge. You need someone you can trust to deliver a great website that fits your business. Here at EZ, we're all about making your next website project a breeze, so we put together this list of frequently asked questions (and our responses!) that you should think about before hiring a website developer.

1. HOW LONG HAVE YOU BEEN IN BUSINESS?

We started as a web design company in 1997. Since then, we've expanded into a full-service digital marketing agency offering web services, SEO, social media marketing, and more.

2. HOW MANY EMPLOYEES DO YOU HAVE?

We currently have a team of 25 marketing experts. We're big enough to bring specialized skillsets to your project, but small enough to provide the personalized attention you deserve.

3. WHO WILL BE PERFORMING THE WORK?

We do all our web design & development work in-house. You'll have a team of 3-5 specialists working on your project, depending on complexity.

4. WHAT EDUCATION AND TRAINING DOES YOUR STAFF HAVE?

Our staff brings a wide range of educational experience, including art school degrees, BA, BS, and master's degrees. We're also committed "Lifetime Learners" who regularly attend conferences, seminars, and online classes to enrich and expand our skills.

5. WHAT PROJECTS HAVE YOU COMPLETED THAT ARE SIMILAR TO MY PROJECT?

We've built over 1,000 websites for small businesses across many industries. Visit our website to view our extensive portfolio of client work.

6. WHAT DO YOU UNDERSTAND ABOUT MY INDUSTRY AND CUSTOMER?

After building over 1,000 sites, we have a working knowledge of many industries. For complex industries, we take the time to research, ask questions, and get to know the business. Our clients are often surprised at how quickly we "get it."

7. HOW LONG WILL THE PROJECT TAKE?

We aim for 90 days or less. We've had emergency cases where we've launched within 2 weeks, and complex programming projects that take 9 months to complete. Regardless, we keep you informed about our timeline and communicate any delays that arise.

8. WHAT WILL MY PROJECT COST?

We provide a personalized, fixed price quote for custom or e-commerce websites. For small businesses, we also offer simplified sites for an affordable monthly fee, with no upfront costs.



9. WHO WILL OWN MY WEBSITE AND WEB ADDRESS?

For custom websites, you own it after your final payment. For our monthly fee websites, you own the site after 24 months. You always own your web address. We'll just manage it for you to make it easy.

10. HOW MUCH INPUT DO I HAVE IN THE DESIGN OF MY SITE?

We will design your site for you. But it's our philosophy that you should have as much input as you would like. If you're the collaborate type, we are happy to work with you. Or, if you prefer a hands-off approach, we'll take the reins.

11. WHAT HAPPENS IF I DON'T LIKE THE DESIGN?

We spend the time up front to get to know you and your business so we can design a site you love. But if we miss the mark, we'll work with you until we get it right. In fact, we guarantee it! If you aren't happy with your site any time before launch, we'll cancel the project and refund your money.

12. HOW DO I REVIEW THE SITE BEFORE IT GOES LIVE?

We build all our sites on a staging server. We'll provide a temporary web address so you can see progress on your site at any point along the way.

13. HOW DO YOU GET THE SITE CONTENT AND IMAGES?

We know you're not a copywriter or graphic designer – that's why you hire us! If you already have content or photos you want us to use, great! If not, our writers will craft copy for you, and we'll find stock photography or take new photos that fit your business.



14. HOW MUCH TIME WILL I NEED TO ALLOT FOR THE PROJECT?

We find that weekly meetings or calls are the best way to keep your project moving. At minimum, you should plan for 8-10 hours, which includes a kickoff meeting, an interview with our writer, and reviews of the site along the way.

15. WHAT DOES THE PROCESS LOOK LIKE FROM START TO FINISH?

We have a tried- tried-and-true website development process that makes getting a new website as easy for you as possible. Steps include a discovery meeting, planning & mockups, design & development, revisions, testing, and launch.

16. WHAT PROGRAMMING LANGUAGE OR PLATFORM WILL YOU USE?

We build all websites in WordPress, WooCommerce, SQL databases, and PHP. We use standard plugins and integrate with common tools like PayPal, Authorize.net, MailChimp, Google Analytics, etc. Everything we code is easily transferrable to another programmer or company.

17. WILL THE SITE LOOK GOOD ON MOBILE?

Yes. All our designs are responsive and mobile-friendly, and we test them extensively on a variety of both Android and iPhone platforms.



18. WILL THE SITE BE ADA COMPLIANT?

We can make your site ADA Compliant (Americans with Disabilities Act) for an additional cost. By default, we do not build all websites to meet ADA standards because it takes extra time, and we are trying to keep our costs and low as possible for you.

19. DO YOU OPTIMIZE MY SITE FOR GOOGLE?

When we build a site, we apply essential SEO best practices. This includes metatags, image alt tags, H1's, URL structure, and load time. We have additional SEO services available, but these are not included by default.

20. HOW DO I MAKE CHANGES TO MY SITE?

If you want to make changes yourself, we'll build your site in WordPress, so it's easy to update. If you want us to handle the changes, just email or call. We have a dedicated team member ready to make your changes quickly and accurately.

21. HOW LONG DOES IT NORMALLY TAKE TO MAKE CHANGES TO MY SITE?

We typically make changes same-day or the next business day. Sometimes, we can even make them on the spot! For complex changes, we'll let you know when you can expect changes to be completed. Usually, they're done within the same week.

22. WHERE WILL MY SITE BE HOSTED?

We host our clients' sites on servers that we co-locate in a large hosting company, offering increased reliability, uptime and security. If you want to stay with your current site host, we will work with them to get your site live.

23. HOW DO YOU ENSURE THE SITE WILL NOT BE HACKED?

While there is no way to guarantee a 100% secure site, we do offer a WordPress Security package that includes installation of all patches to your core Wordpress code all plugins used on your site.



24. DO YOU HOST MY EMAIL?

Yes. We provide free, basic email accounts as part of your website hosting. For businesses that rely on their email, we strongly recommend upgrading to our Office 365 services.

25. WHAT WEBSITE STATISTICS WILL I RECEIVE?

We install Google Analytics, a powerful free tracking tool, on your website. You'll have access to data on web traffic, top pages, how visitors get to your site, referring sites, user locations, and much more.

26. CAN YOU PROVIDE REFERENCES?

Yes. Feel free to call any of our clients. We can also provide testimonials, or you can check out our Google reviews. Please let us know if you would like a specific reference, and we'll happily get you in touch with that client.

27. DO YOU HAVE A CONTRACT?

Yes. We provide simple agreements in plain English that outline what you purchased and what you can expect from us. It's important to us that we are transparent.

28. WHAT GUARANTEES DO YOU OFFER?

On all our website or design projects, we offer a money-back guarantee. If you are not happy for any reason, we will stop the project and refund your money. On our monthly services like SEO, Google Ads or Facebook, we do not have any long-term contracts. You can stop the service at any time.

READY TO GET STARTED? WE'RE HAPPY 2 HELP!

We hope these questions clarify what to look for in a web developer and help you find the partner that's right for you.

If you're confident that's us, great! We'd love to be your web designer, and we're eager to jump in!

Any questions we missed? Just ask - we're always happy to answer!

