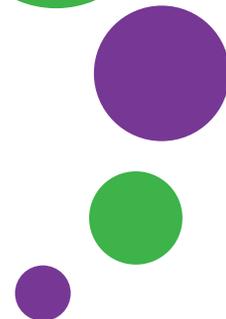# BEFORE
hiring a web designer, *READ THIS!*

Top 10 questions every small business owner should ask.

Big Ideas
for
Small Business

exceller marketing

Building a website can seem overwhelming, but it doesn't have to be if you follow our no non-sense approach.

Here, you'll find the inside scoop on what to know before hiring a web designer or web design agency.

Let's start with a web design "team" and not simply a web design "person." Great design is important, but a successful website also requires technical expertise, content creation and lead generation. Most web designers only provide the design piece, whereas a full-service web design agency provides all the critical competencies under one roof:

- ➡ creative web design
- ➡ technical web development
- ➡ engaging copywriting and lead generation

Big Ideas for Small Business

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Not all web design agencies are created equal. That's why we created the TOP 10 questions every small business owner should ask:

1 What are the roles of your team members?

The goal here is to get a one-stop-shop solution. First, a web designer makes your website look great, by focusing on style and visual elements. Second, a web developer produces the technical structure and advanced functionalities. Then, It all comes together with a copywriter and strategist who will deliver content that entices visitors to take action.

2 Can I see samples of your work?

You want to see real-life examples of their work. Ask for actual links to live websites they've created. This allows you to demo the website and dive deep into each section...is it easy to navigate, is it visually pleasing?

3 Can you provide references?

Everyone will give you their best clients, so how do you get to the bottom-line? Ask their clients this question..."If there was something they could improve upon, what would it be?" This will allow you to create a dialog to get more accurate feedback vs. a canned response.

4   Can you build a mobile-responsive website?

Very simple...the answer should always be "yes." If not, run.

5   What web creation tool do you use?

For example WordPress, Wix, etc. WordPress is the ideal website creation platform for small businesses. It has worldwide credibility, easy upgradability and Google loves WordPress so it's ideal for search engine optimization. Also, a professionally built WordPress website allows the layman to easily make updates, without any technical expertise.

6   How do you base your pricing and what exactly is included?

Always get it in writing! The contract should include an itemized price list of everything that's included, a timeframe and payment terms. This will ensure that everyone is clear on deliverables and budget requirements.

7   What are your payment terms and financial options?

This should be part of the contract. How much money is due, and by when? Never pay 100% upfront. A partial deposit is totally acceptable before work begins. Make sure all payment amounts and dates are clearly defined. Also, do they accept credit cards? Do they offer a payment plan, and if yes are there interest fees?

8   What is your process and timeframe from start-to-finish?

Ask for the required project steps with an estimated timeline for completion. This will help safeguard that your website gets completed in a timely manner. Also, make sure you understand what your role and responsibilities are, so you can determine if this is a good fit for you.

9   Do you specialize in other digital marketing services?

Once your website is built, it will need to be promoted. A full-service agency should have the talent to build brand awareness and generate leads across all digital marketing channels such as search engines, social media, etc.

10   Why should I hire you?

This sounds like a no-brainer, but many companies get flustered when asked. They should be able to clearly articulate what makes them better than their competitor, and why they would be a good fit for you. If they cannot answer this question for themselves, how are they going to do it for you and your website?!

The success of your website all begins with choosing the right web design team. Conducting a thorough discovery process will allow you to choose an agency that's just right for you and your business needs.

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We can help!

Hi, I'm Kathy Argyros, Founder & Chief Consultant of Exceller Marketing.

Exceller Marketing is a boutique-style, full-service web design agency and digital marketing company in Westchester County, NY. We empower small businesses and entrepreneurs with outstanding web design and expert digital marketing services that keep our clients ahead of their competition.

Whether you're just starting out or need a redesign, we'll create a secure, personalized mobile-responsive website solution that's just right for you.

Let us show you how we can build your brand, generate leads and accelerate sales.

Interest-free, 0% financing available!

FREE, NO-OBLIGATION CONSULTATION

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