7 Questions You Need To Ask Before Hiring a Web Designer

By: **Recal** Media

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1: Do they know what they're doing?!

What may seem like an obvious question is often overlooked. Gone are the days where asking the neighbours' 13 year old son to knock up a website will suffice! Your web designer should not only be professional but actively engaged with the latest trends, technology, software and methodology. All these factors can have a HUGE impact on the success of your site.

Tip

You can always request to see a **portfolio**.

While not *everyone* has a great deal .of experience someone who knows what they're doing should at least completed some previous projects

2: What is included in the quoted price?

When you get a quote for your website's design, is that really the final price? What features are included or not included? Your designer should be able to tell you clearly *in advance* what features are included in the price so you don't risk getting 'stung' later. Some common features include: Slideshows, Image Galleries, Contact Forms, Blog pages, Site-Maps, Responsive design, Online Stores.

Tip

Ask to see a breakdown of all the item which either are or may be included.

If there are features you particularly want on your website, then feel free to ask about whether they are included.

3: What software do they use?

This isn't always something people think about, but it's definitely worth considering. Some software will cost you big $$$ to use whereas other software formats are free (also known as open-source). There is also the risk that the software your designer uses is rare or even *their own*. This can become a big problem down the line if you need someone else to make edits or if you want to add features not supported by that particular software. The most popular -and arguably the best- is a platform called; *Wordpress.* It's free, very versatile and has a huge online community for support and additional features. Currently around 1/4 of all websites on the internet use *Wordpress* -including ours!

4: Who do they *host* your website with?

A 'host server' is basically the physical computer somewhere in the world which stores the files of your website so that they can be accessed any time via the internet. Hosting can vary from fast to slow and inexpensive to very expensive! As a rule of thumb, unless you are a huge company with your own servers it's best to use a big company offering a shared hosting service as they are very secure, affordable, fast and have trained customer service operators to help out if needed.

Tip

There are lots of companies to choose from, always ask your web designer who they like to use and *WHY.*

Online review websites are also a good place to find information about hosts.

5: What are the on-going fees/costs

There are some on-going costs which cannot be avoided. These include things like domain registration, hosting and transaction fees* *(*if you have an online store).* But what about other things like; making changes to your website, adding/removing content, updating slideshows, online store management? It's best to be clear with your designer from the start what these changes might cost you down the road, there is no sense in getting a 'cheap' website if you're going to pay large sums for every little change down-the-line!

Tip

At [Recal Media](#) we offer low on-going cost plans for this very reason!

That way you never have to worry about wanting changes to your website but fearing huge costs to do so!

6: Who's in control of *your* website?

Believe it or not, just owning your business and paying someone to make the website does not guarantee that you are the owner! All domains and hosting should be in your name and under your control, otherwise in a best-case scenario you need to rely on that designer for all changes and in worst-case, risk your website being *'held for ransom'!!* (not a fun experience)

Tip

Most designers are honest and should have no problem registering everything in your name from the start. Be sure to pay up front for the web registration and hosting so there's no confusion.

(It's a cost you need to pay anyway, no matter who you use!)

7: Will your designer take the time to listen and explain in simple terms?

Not everyone knows much about the internet and web design, that's why you're hiring someone in the first place! It can be confusing and frustrating when someone ignores what you actually want and goes their own way with a project. It's also never fun to be made to feel silly for asking questions, after all how else does anyone learn?

Tip

There are no *'stupid'* questions! Never be afraid to ask.

If you don't understand something, just say so and your designer should be happy to help you understand.

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Hi! Aaron from Recal Media here...

I hope this guide has helped you if you're looking to hire a web designer in the near future -whether you choose to use us or someone else.

We love helping people make their dreams a reality and there's nothing better than seeing the success of our clients and friends. If you would like to get in touch with us about your website or other project feel free to jump on our website or email direct to: contact@recalmedia.com

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-Films / Photography

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