



## Questions to Ask Your Web Developer

Many web design and development companies offer professional looking sites, but will the site meet your needs? Here are 8 questions you should consider when choosing a web developer:

1. **Who owns my domain name and hosting site?** Many companies will register your domain and set up hosting, but will do so in their own name. You should be listed as the owner and administrative contact for your own site.
2. **How do you ensure my site design meets my needs?** Your website should be customized based on what you need. Your developer should provide a written plan for your site, with clear justifications for the requirement for each aspect of the proposed site.
3. **How easy is it to change content, and what does it cost?** Updating your website when needed is important for your website performance, but it requires an investment from you in time and possibly money. Your developer should clearly indicate how changes are made.
4. **What search engine optimization do you perform?** Website structure, content, technical setup, copywriting and key phrases are all critical to optimizing for search engines. Your developer should be able to explain why each of these are important, and how they are used.
5. **What key phrase research do you do?** Key phrase research is one of the most critical planning aspects of an effective website. Key phrases should be explicitly listed and mapped to the pages of the proposed website. Reasons should be given for why these key phrases are selected over other options.
6. **What key effectiveness indicators (KEIs) will you measure?** Sometimes called key performance indicators, these are how you measure the success of your site. A web plan will indicate these before any web development occurs.
7. **Do you install and customize Google Analytics?** The only way to measure the performance of your website is through web analytics, and Google Analytics is the most common tool used today. Make sure it is not just installed in its basic form, but customized to measure your KEIs.
8. **Are you Google Analytics certified?** Google Analytics is a complex application and provides a certification for its analytics practitioners. Your web development team should have someone who has taken the time to understand Google Analytics and received the certification.

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