7 Questions you MUST Ask Before Paying for a Website:

1. Do you even need a website?

This may seem like a silly thing for a web design company to ask *(we do make money off of people hiring us for their website design needs)*, but we don't think it's silly at all!

A website is a major purchase that will take significant investment of both time and resources from you or one of your team members. We want to make sure you have thought through the implications and have a clear reason and vision for wanting to move forward with building a site.

We are not in business to take advantage of our customer, we want to build a relationship with them and relationships are built on trust.

So, how do you know if you need a website?
The real question you need to ask is how would your company or organization benefit from having a website?

Here are some common ways companies use their website to impact their bottom line:

- **Sales process:** many companies use their website as a digital brochure. They send potential customers to the site where they can offer video galleries, PDF downloads, ect. The website becomes an invaluable tool for customers who are making decisions about building a business relationship with their company.
- **Top of Funnel:** there are a lot of websites that are created simply as a first introduction to a particular product or service. The website creates an opportunity for these companies to introduce new customers to their product and explore without feeling the pressure of having a sales person talking to them.

- **Online eCommerce/Shopping:** this option allows you to take your product from local/regional sales to anywhere in the world you choose to ship and sell. Did you know you can sell virtual products as well? Think about having a customer pay to unlock an educational module or some other virtual product. eCommerce is a great reason to build a website.
- **Lead Generation:** lead generation is a powerful tool provided by a website to many companies. Combine a strong marketing campaign with well thought through calls to action and your website can be delivering business leads that you couldn't get otherwise.

There are lots of reasons to have a website built, and it is 100% worth the time to think through how your organization might benefit from a website before sitting down with a web designer.

Whenever you decide a website is the right step for your organization, we would love to take some time to walk you through our FREE Personalized Business Website Consultation, a $150 value to you with no-strings attached.

➡ Click Here to Claim Your FREE Consultation

2. How will the web developer charge you?
It's important to know that different web development firms charge in different ways.

Our particular model is called, **Upfront Fixed Pricing**. We intentionally offer a specific service for a fixed price. If the project takes more time than we anticipated, we eat the cost. We do this type of pricing not because it's better for us, but

because it is a clearer way to do business for our customer, and again, we are trying to build a relationship not just make a sale.

Most web design firms price in a way that is better for the firm than the customer. They set an hourly rate and then give you a quote or an estimate *(make sure the estimate is a "firm estimate" and ask them what happens if they go over the hours estimated – negotiate these terms ahead of time or you will be paying the price).*

The problem with this model for you, the customer, is you have no idea if their estimate is right or not. If they are right, it's no harm no foul. But if they are wrong, you are left with a very difficult choice: either leave a project half done because your budget has been expended OR increase your budget investment and continue to pay their hourly wage until the website is completed.

The problem the web designer is creating (and often doesn't even realize they've created) is they have just tied your hands and created a negative reaction to the product they are providing you. This is a major problem for both you and their firm – it's a lose lose situation.

I have a close personal friend who charges his customers in this fashion for his services. He told me recently about a project that he quoted at $4,000. By the time the project was done it was a $7,000 website. Why? Because he didn't take the time to define the project up front and did not do an adequate job of explaining to the client exactly what it would take to meet their requirements. Who paid? The customer.

We chose a better way! We have chosen to do our due diligence with you to understand your business, your

requirements, and your customers in order to build you a website built on our PROVEN system that exceeds the design of most other firms for a lower fixed price.

➡ Learn more about our process
➡ Claim your FREE Business Website Consultation

3. Have you asked to see their References?

NEVER hire a web designer without checking some of their references. Be sure to ask the reference great questions. Here are some suggestions:

- What was good about working with this web designer/or web firm?
- What was frustrating?
- What would have been helpful to know going into the project?
- What would you do differently if you had to do it over again?
- Would you hire them again?

We are proud of the work we do and believe the companies we work with will give us a great reference.

Want a list of our references? Contact us today, we'd be happy to oblige!

4. How does a website fit into your overall sales cycle or customer acquisition process?

It's important to know exactly how your website will fit into your process.

Think about how you will use your website in your marketing material. How will your sales people promote the website? What kind of information will you try and glean from website visitors? How will you acquire this information?

We cannot overstate how important it is to capitalize on the investment you are making in building a website. You can and should use your website to increase your bottom line.

We would love to help you creatively think about how to better utilize a web presence to serve your business. Sign up for your FREE Consultation today to sit down with our representative and learn how a website can be integrated into your process.

5. What matters most to your customer when visiting your website?

One of the most common mistakes we see companies make with their websites is the type information they present their customers and how they present it.

Ask yourself this question: When you visit Pizza Huts website, do you care how long they've been in business or how many employees they have? If you are on Pizza Hut's website, do you know what you care about? Ordering a pizza.

The biggest mistake small businesses make with their website is to push the wrong content to center stage and hide the things their customers are looking for.

- If you run a shop, put your product front and center.

- If you are a non-profit, highlight the services you offer the community.
- If you create software for accountants, show off your software and make it obvious how to buy.

Getting content to your customer is paramount and you are the one who knows best what they are looking for!

Not sure how to determine what to highlight?

We don't expect you to be an expert in how to incorporate everything a website requires on your own, we are here to help and would love to brainstorm with you the very best way to help your customer connect with your business.

➡ Schedule your FREE consultation today!

6. Where will your content come from for your website?

This is something that surprises most people but makes a ton of sense once you think about it:

YOU are the one who actually needs to write the content (wording) for the website, not your designer. We can help, and would love to, but we don't know your product or the best way to describe your services.

You need to be prepared to write all the content for each page you will have us or another firm create.

This takes some planning and forethought. It takes an investment of your time.

The good news is we have resources to help - a PDF article that explains how to write good content. You are not alone, we can help you with this, but it is important to know upfront that this is a responsibility you are choosing to take on when having a website developed.

➡ Download the FREE PDF article about writing content
➡ Schedule your FREE Website consultation today!

7.   Have you gathered resources?

Not only will you be expected to provide content for the website, but you will also need to provide resources that you want to use such as PDF's, Images, Logo's, Videos, etc.

Knowing this ahead of time can save you a little headache when meeting with your web designer and they ask for you to produce resources.

If you take a little time before actually hiring a design firm and come into the discussion prepared and ready to go, you will save yourself time and put yourself in a better position to negotiate if you choose to go with a firm that charges hourly.

If you choose to go with us it won't affect your price *(are prices are fixed and ultra-competitive already to give you the best deal)*, but it will affect the speed at which we can turn around the website.

Ready to schedule your FREE Website consultation?
Click here to start the process

Have other questions? No challenge, we are here to serve. Visit our contact page to ask us anything, we know this whole process is new to most people and it's our goal to take out the confusion and make it clear and fun for you to get the website you deserve!