

# Get Answers To These 5 Hard-Hitting Questions Before Picking A New Web Design Company

The reason we know internet marketing, web design, and branding can be such a nightmare is because for almost two decades we've been inheriting nightmare scenarios from new clients. In some cases, the marketing agency clearly took advantage of the unsuspecting client, but in almost every case the client did not probe deep enough in the beginning. So we've put together a short list of fact-finding questions to fast-track the best decision on a new Internet marketing company for your business. Ask these questions and you're almost guaranteed a successful result.



For this list, we'll focus on questions you should ask an agency regarding a website design project.

## 1 "Can you walk me through two or three websites you've done that are most similar to what we're looking for?"

Be sure you've explained your project requirements before you ask this one.

*This is a great question because you're going to get three answers for the price of one. First, you're going to find out if they have, in fact, completed any sites of the same caliber that you are expecting. (Focus on the quality of site, not whether it's the same industry as you). Previous work is a great predictor of future outcomes, and you should take a very close look at the sites they provide.*

*Second, you're going to find out how well they've paid attention to your requirements. If the two or three sites they show you are off-base, then you know they don't understand what you need. And last, you now have two or three references. We recommend you call each one and find out how satisfied they are with the agency.*

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## 2 “Where can I see some verified reviews (preferably 50 or more) about your company?”

Now the operative word here is “verified”. Use a resource that actually verifies the validity of the reviewer. For example, we use UpCity® because they require a Facebook® or LinkedIn® account to leave a review, and then UpCity® validates each account before the review is approved on the site. Companies listed on UpCity® are also required to provide proof that the reviewer is an actual client of the agency.

Also, look for a lot of reviews; if an agency can’t get more than 50 verified reviews, then they might not do any work worthy of praise. Or maybe their websites look good, but what you don’t see is the nightmare the client had to deal with to get there. In any case, there’s no track-record of success. Buyer beware.



## 3 “Can you explain your process to me and some of the roadblocks we might encounter?”

This is an open-ended question that should give you an idea of how organized and process-oriented the agency appears to be. They should be able to give you clear milestones and deliverables.

The answer that they give you is going to help you hold them accountable for each step of the process. Pay careful attention to how they answer the second part of this question. Find out how they handle challenges or unexpected issues as they might come up.



# 4 "What are your payment terms, & do you have any pay-as-you-go options?"

*The answer to this question should give you not only the payment terms you'll be required to adhere to, but perhaps more importantly, you'll get an idea of how confident the agency is with their own process and product.*

*Don't accept terms that lock you down or expose you to all the risk and grant the agency a guaranteed reward. Both parties should have an equal stake, so see if they're open to being paid for performance.*

*Give consideration to the agencies that allow you to see and approve work as it's completed and also that give you the ability to exit easily.*



# 5 "My primary goals and/or concerns for this project are \_\_\_\_\_."

## How would your agency help me achieve these goals? "

*Example goals might be, 'launch a 10-page, mobile-friendly website within 60 days of signing' or 'successfully integrate our room-booking engine and background video loop on our home page'.*

**Example concerns might be:**

**'failing to launch before our industry conference next month' or 'ending up with a website my team cannot easily manage themselves.'**

*Prepare your primary goals/concerns in advance and pay careful attention to how specific and complete their answers are. You want to know upfront if the agency seems willing and able to fulfill and hopefully surpass your expectations. Try also to determine if you are getting rosy answers because they're only trying to close the deal. Consider the consequences of failing to reach your stated goals or overcome your concerns.*

