



Rock-solid websites
that attract more clients

Mighty Little Web Shop
a division of MillerCox Design
3924 Rickover Road, Silver Spring, MD 20902
(301) 933-4062 | MightyLittleWebShop.com

Hiring a web designer?

Over the years a lot of people have shared stories of how their website projects have gone off track, or turned out to be duds. Some were over budget, some took forever to complete, a few never were finished, some never brought in a single client and many turned out looking unprofessional. In many cases, the project ended badly and the website wasn't a good investment.

As a web designer with almost 20 years of experience, I can share the critical elements you should understand before you hire your next web designer, and clues as to whether or not a designer meets these criteria. This scorecard should help you measure eight success factors as you navigate the process of choosing a perfect web partner.

1. Does the designer have past experience with your industry?

If you are a professional service firm, does the designer have relevant experience with selling services? What sample websites can they provide?

No experience 1 2 3 4 5 Impressive experience

2. What does the web designer know about SEO?

Can the web designer speak in specifics about their experience, process and outcomes regarding driving the right traffic to your website? Do a quick web search and see where THEY position. Can you find them online?

Not findable 1 2 3 4 5 Very findable

3. What do they know about opt-in and conversion strategies?

Can the web designer speak in specifics about what should happen when your ideal prospect finds your website? How do you convert their visit into a sales call? Or if your visitor isn't quite ready to talk to you, how will you capture their information and stay in touch for when they are ready to buy? Review their sample sites and see if there are strategies to capture emails and clear "calls to action". If your designer doesn't have a strategy in mind, your website might end up being a dust-collector.

Not strategic 1 2 3 4 5 Very strategic

4. Are the sample sites good looking?

Take a careful look at their design portfolio. Are the page layouts easy on the eye? Do all of the elements look professional? Is the text content easy-to-read? Is the imagery appropriate and reflective of the service offered? Are the colors inviting?

Not really 1 2 3 4 5 Really gorgeous



Rock-solid websites
that attract more clients

Mighty Little Web Shop
a division of MillerCox Design
3924 Rickover Road, Silver Spring, MD 20902
(301) 933-4062 | MightyLittleWebShop.com

5. Are the sample sites mobile-friendly?

Resize your browser window to see how the sample websites react to a very narrow viewing window. Does the layout change and still look terrific on a phone?

Hard to read 1 2 3 4 5 Easy to read

6. What does the designer know about writing?

A great way to determine whether or not the designer has marketing chops is to review their website. When you read it, does it speak to you? Is it persuasive, warm and inviting? OR is it technical, cold and trying too hard to sell to you? Is there an active, interesting and informative blog? Links out to social channels.

Cold and technical 1 2 3 4 5 Warm and inviting

7. Will your new website be easy-to-update?

What technology will they use? If it's WordPress (and 30% of all websites are these days) then it will be easy for you to update. If it is any other type of "content marketing system" or CMS you may be stuck with something that no one else will be able to help you with, so beware. Also be sure to ask if they will be training you on how to update your website before they hand over they keys. And make sure that they do give you full credentials and logins to your web hosting and web site. You want to own your website!

Sounds shady 1 2 3 4 5 Credentials & WordPress

8. What happens after launch?

Will someone stick around to help you with traffic strategies, software updates and website backups? What if you need website changes in the future or it gets hacked? I've heard many people have hired cheap labor overseas or students, and after the launch – they were not interested in helping. Ask about ongoing support (and the costs of this support) .

Vague offering 1 2 3 4 5 ongoing service

Tally up your score with each of the web designers you interview and you will have a good idea of who is the right fit.

Heather Cox, Director at the Mighty Little Web Shop in Silver Spring MD
Heather@mightylittlewebshop.com
(301) 933-4064