3 KEY QUESTIONS TO ASK
WEBSITE DESIGN AGENCIES

Hiring a design agency is a big decision, and making the wrong choice could have long-term negative effects on your business.

BREAKING IT DOWN

WHAT ARE YOUR CAPABILITIES?

Let's say you need an eCommerce website. You'll need to hire an agency that is competent in eCommerce web design and development. If that's not an area of an agency's expertise, you can cross them off the list. Or, if your business needs a learning management solution, and an agency doesn't have experience designing in this sector, then again, you can cross them off the list.

Some agencies don't do certain services for certain reasons.

Some agencies choose to be a King of one capability than Jack of many.

Ask them for a list of their capabilities.

The list will help you narrow down whether they should be on YOUR list or not.

CAN YOU PROVE YOUR RESULTS?

In addition to getting general references and testimonials, as well as samples of websites they've designed, it's important to ask for case studies that show specific results they've achieved for existing and former customers.

How do their customers websites look and function?

What is the quality of the overall user experience? Would you return to the site?

Ask for strategies on how they can improve your website's performance.

HOW MUCH WILL IT COST?
WHAT IS INCLUDED IN THE PRICE?

At the end of the day, price does matter. Though it isn't the most important factor, you have a budget that you need to stick to. Most agencies are willing to work with businesses to come up with a customized plan that meets your needs, and your budget.

A design agency should be transparent with their pricing, you should be getting a clear estimate based on your needs.

Be sure to ask for the cost of individual services vs. package deals, and to clarify what is included in any pricing they give you.

Just because it's cheaper doesn't necessarily mean you're getting a better deal. For example, maybe you spent 3k, but it took the agency 2 years to get your website up and running.

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