

## Web Design Checklist

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### What you need to know before contacting a top web design company!

- What type of Website do you need?
  - ▶ Are you looking for an eCommerce website or a blog? See a full list here: [Web Design Types](#)
  - ▶ What type of Content Management System will you need? Research the pros and cons! Each framework is built for a particular programming language. See a full list here: [CMS Types](#)
- Do you need someone to design the layouts for your pages?.
  - ▶ Will you need the web development company or an outsourced designer to draw up designs?
  - ▶ If you are looking to save money you can buy a theme or ask 99 Designs for layouts.
  - ▶ We recommend looking for a company that will design a layout with your user base in mind. Design is important but conversion is usually more valuable. User experience and User interfaces should be a focus if you have the budget.
  - ▶ What pages will you need? (e.g. Blog, Product Page, Contact Page...)
  - ▶ Will you need a responsive (mobile friendly site) or a newer AMP template.
- Will you need online marketing services
  - ▶ Search Engine Optimization (Develop a website to target organic search traffic)
  - ▶ PPC Campaigns (e.g. Adwords)
  - ▶ Social Media Marketing (Designing and maintaining your social media accounts)
- Start looking for the [best web design companies](#)
  - ▶ Check out our rankings for the top developers
  - ▶ Look at their portfolio and see which companies they have worked for

Monday, November 20, 2017

- ▶ These companies come in all shapes, sizes, and price points: find one that will be a great fit for your project
- Figure out your budget / Determine a timeline
- Contact at least 3 web design companies and send them the info above
  - ▶ Ask for references
  - ▶ Figure out how many revision requests you are allowed
  - ▶ See if they have payment plans
- Get weekly updates and ask for you to see a demo server
- Make sure the websites [PageSpeed](#) is up to goggle's standards
- Inspect element through chromes developer tools on your demo page and make sure there are no javascript errors
- Deploy your new website
  - ▶ Ask about getting an SSL certificate
  - ▶ Set up google's webmaster tools and analytics
    - ▶ Set up a sitemaps.xml