11 QUESTIONS

YOU SHOULD BE ASKING YOUR WEB DEVELOPMENT COMPANY

So you're looking for a new website. Whether the process started because you want a mobile friendly site, to improve conversions, or update to keep with the times, you're making an essential change for your business. In today's world, virtually everyone is connected in some way to the internet at all times. Because of this, it's essential to ensure your business has a strong online presence. A strong online presence starts with a strong website.

Not all web development companies are created equal. There's variance from quality to cost, from expertise to completion time. **Before you hire a web development and design company, ask these eleven questions to ensure you're not only getting the best website for you, but that you'll be building a partnership with an outstanding asset.**

01 HOW DO YOU CREATE A GOOD USER EXPERIENCE ON MOBILE?

As of April 21st, 2015 an update to the Google algorithm has given mobile friendly websites a drastic lead over the competition. Because over half of all website searches are done on a mobile device, it's crucial for business owners to deliver a positive user experience no matter the device used.

02 HAVE YOU WORKED WITH COMPANIES THAT HAVE STRICT BRANDING GUIDLINES?

Keeping your brand consistent across different platforms is crucial. When it comes to design, there's a fine line to walk in keeping within branding guidelines and branching out creatively.

03 DO YOU USE A CMS (CONTENT MANAGEMENT SYSTEM)? IS IT POSSIBLE FOR ME TO EDIT MY OWN CONTENT?

A website should never be stagnant. Once your site goes live - if done right - thingS should change. Text should be updated, images should change, new information should be added.

04 WHAT OTHER TYPES OF SERVICES DO YOU OFFER?

Your website is the Michael Jordan of your digital marketing strategy: while there are other key players, everyone's going to pass the ball to him. Similarly there are other key components online (citations, social media, etc.), but each of these should lead consumers to your website to close the deal.

05 HOW DO YOU KEEP EVERYONE IN THE PROJECT ACCOUNTABLE?

Website projects are not something that can be completed overnight. Depending on how complex the project is, it could be several months from beginning to end. The website process should be a team effort between your business and your website development company.

06 ARE YOUR SITES BUILT ON RESTRICTIVE TEMPLATES OR FRAMEWORKS?

When websites are built in restrictive templates, it can be difficult to make even the most simple of changes. A site that is built on existing code is a site you don't have much control over.

07 WILL I OWN THE CODE ON MY SITE?

If your website company is building off an existing template, there's little to no chance you'll own the code at the end of the process. What does owning the code of your website mean for you? It means you can take your site and host it anywhere you want.

08 WHAT % OF YOUR PROJECTS ARE COMPLETED ON TIME?

A good development company will help make the process easier for website clients, keeping them both accountable and making sure the website is progressing, even when you don't have as much time to dedicate to the process as you'd like.

09 CAN I TALK TO SOME OF YOUR RECENT WEBSITE CLIENTS?

Just because a development company looks good on paper doesn't mean they're easy to work with. Ask to speak with past clients who have real life experience with the company.

10 DO YOU SPECIALIZE IN ANY SPECIFIC INDUSTRIES?

While not necessarily a requirement, choosing a development company that works specifically with others in your industry can be a great advantage. Whether you're a beauty school, restaurant, restoration company, heating and air, dentist, or outdoor clothing company, you will have very specific requirements.

11 HOW DOES CONVERSTION RATE OPTIMIZATION FACTOR INTO YOUR SITE DEVELOPMENT

A site should not be built for the sake of being built. For most, a website is needed to improve or gain more business. This is done through converting people directly on the site, or leading them through a process to eventually convert.

Before signing any website contract, ask your development company these eleven essential questions. Ensure your company is not only capable of building a beautiful website, but can build one with your final goal in mind. Learn more about us, our answer to these questions, and what makes Oozle Media different as a web development company.

Contact us today and we can help build a website that becomes your most valuable asset in your marketing game plan.