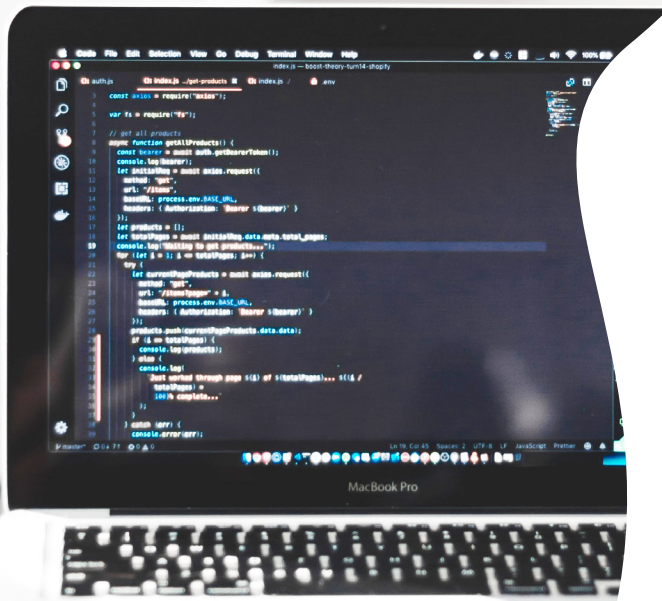


# WHAT TO ASK BEFORE HIRING YOUR NEXT **WEB** **DEVELOPER.**

We wanted to provide a few thought-starters to consider before hiring your next web partner. Whether that's ICS or not, here are twenty things to keep in mind.



1. **Can I make edits** to the website myself?
2. Am I able to **monitor** your progress while you build the website?
3. How will you help me **gain traffic** to my site?
4. How will you **measure results** (visitors, bounce rate, conversion percentage)?
5. What type of **analytics** will I have access to?
6. **Will I be trained** on how to use the site?
7. Do you specialize in **search engine optimization (SEO)**?
8. How experienced is your team?
9. Have you worked on projects similar to mine?
10. How is the website built?
11. **How long** until the website is live?
12. How do I know if my website will be **secure**?
13. **Any hidden fees?**
14. References?
15. Is your team local?
16. Is there a **limit to design revisions?**
17. What's your greatest weakness?
18. What are your payment terms?
19. Will you **maintain the site** post-launch?
20. How long will my website last?