

What You Need to Know Before hiring a Website Designer – Check List

1. The Purpose:
 - a. Write down your target audience (anyone, gender, age, location, other business, etc...)
 - b. Passive attention (do not care for search engines): Yes No
 - c. Will advertise the website (will need to be SEO): Yes No

2. The Planning:
 - a. Number of pages:
 - b. Page names (home, about, contact, gallery, services, products, e-commerce, etc...):
 - c. What each page will have and do:

3. The Design Style:
 - a. Layout style (ideas you might have, search online for inspiration or leave for the designer)
 - b. Your Logo
 - c. Color scheme
 - d. Fonts

4. Content Creation:
 - a. I do not care for search engines: Yes No
Write your texts for each page, select photos for each page, if any, and a video if you have one.
 - b. I do care for search engines: Yes No
Write the texts properly if you are doing it yourself or hire a professional. Chose your photos wisely, provide alternate text for each image, and use videos if you have (use online video channels like Youtube, this will guarantee that will play across different platforms).

5. Search Engine Optimization:
 - a. I do not care for search engines: Yes No
Don't worry about anything, skip this point.
 - b. I do care for search engines: Yes No
Considerations:
 - i. Is the platform on which your website will be constructed SEO?
 - ii. Properly written tags, like title and description are very important.
 - iii. Read Google SEO guide – link on our website

6. Your Domain Name:
 - a. The address (URL) of my website is:

7. The Hosting:
 - a. The company hosting my website is: