

11 Tips for Selecting a Website Developer

1. **Ask about the fees for creating your website.** Fees will depend on the size and complexity of your website. **Beware of “Free” website offers**, because you will probably have to pay monthly or annual fees to keep your website online after the free trial period ends.
2. **Website maintenance is not free.** Ask in advance about fees for updates, changes & graphics.
3. **Make sure that you have OWNERSHIP and access to the website domain name (URL), website design, all content, plugins and graphics on your website.** Some developers will not let you take the domain name (URL), design, content, plugins or graphics to another developer.
4. **Do NOT choose website developers just because you like the looks of websites that they have designed.** Beware of “fancy” websites that download slowly or are difficult to navigate. Although looks can be important, you need a website that is user friendly, where a visitor can easily find information & contact you or buy your product. Some simple websites generate great results.
5. **Beware of developers that promise you immediate high ranking in Google.** Google watches for websites that use tricks to gain high ranking, and they will un-list your site or give you a low ranking when detected. High ranking in Google searches is obtained through good practices that attract visitors, & moving up in Google rankings usually takes time.
6. Use **different companies** for **domain name (URL) registration, website hosting and website development**. This will give you the **flexibility to change a company** if you are not satisfied.
7. Insist that the website be hosted by a reputable **3rd party hosting service** such as **Bluehost**. You should have **your own account** with the hosting service, and **not** use an account that belongs to the developer. Having your own account with a hosting service usually **saves you money**, and will prevent the developer from **holding your website hostage** if you decide to change developers.
8. **“Good Website Design & Development” takes time, especially if you need functionality that is not already in the theme that you select.** Modifying the design of a theme adds to the development time. Also, if you keep requesting changes, it will delay completion.
9. **Select a Website Developer who uses the free Wordpress.org system to develop your website** because it is the most common website development system, and has many features. You can easily find website developers who can make changes to the website for a reasonable fee.
10. **If you use a Wordpress Responsive theme, your website will display properly on any mobile device. You will not have to pay the extra expense of mobile device customization.** Wordpress themes that are **responsive** automatically detect the type of display being used to view your website, and **automatically** adjust the way that your website is displayed.
11. **Direct people to your website with E-mail Marketing and Social Media platforms like Facebook, LinkedIn, Twitter, Pinterest, Google+.** And, keep in contact with your customers through these methods, too.

Consider having an initial, free consultation before committing to hiring a website developer. At Marketing 4 New Media, we offer a FREE one hour consultation to learn more about your business to create an effective website for you. www.marketing4newmedia.com, robin@marketing4newmedia.com, 262-456-2926.



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