



QUESTIONS TO ASK WHEN HIRING A WEBSITE DESIGNER

BY ROB EAGAR

****Bonus article based on Rob Eagar's *Sell Your Book Like Wildfire* (bookwildfire.com)**

1. How many author websites have you designed in the past? Can you provide me with the contact information for one or more of those authors? (Don't be a guinea pig. Use a designer with experience.)
2. What price range do you charge for a standard author website? Do you accept a partial payment to get started and the balance due when I'm satisfied? (Never pay 100 percent up front. Always reserve at least 50 percent of the total payment until you're happy.)
3. What functionality is included in your standard price versus what constitutes extra fees to make my website? Specifically are audio, video, content management, podcasts, e-commerce system included?.

4. Will you handle both the design and programming of my website? Or do you outsource the programming to someone else? (Outsourcing the programming function is normal. But it can add more cost and time to the project, plus another person that you'll have to communicate with.)
5. If I have a problem with my website, what is your typical response time and preferred method to provide assistance?
6. Ask the web designer to explain any technical terms that you don't understand, such as metatags, cascading style sheets, search engine optimization, hyperlinks, and html code. Never let them intimidate you with technological jargon.