8 Questions to Ask When Hiring A Web Developer

1. **Who owns my domain name and hosting site?** Many companies will register your domain and set up hosting, but will do so in their own name. Make sure you will be listed as the owner and administrative contact for your site.

2. **How do you ensure my site design meets my needs?** Your developer should provide a written plan for your site, with clear justifications for the requirement for each aspect of the proposed site.

3. **How easy is it to change content, and what does it cost?** Updating your website when needed is important for your website performance, but it requires an investment from you in time and possibly money. Your developer should clearly indicate how changes are made.

4. **What search engine optimization do you perform?** Website structure, content, technical setup, copywriting and key phrase research are all critical to optimizing for search engines. Your developer should be able to explain why each of these are important, and how they are used.

5. **What key phrase research do you do?** Key phrase research is one of the most critical planning aspects of an effective website. Key phrases should be explicitly listed and mapped to the pages of the proposed website.

6. **What key effectiveness indicators (KEIs) will you measure?** Sometimes called key performance indicators, KEIs are how you measure the success of your site. A web plan will indicate these before any web development occurs.

7. **Do you install and customize Google Analytics?** The only way to measure the performance of your website is through a web analytics tool such as Google Analytics. Make sure it is not just installed in its basic form, but customized to measure your KEIs.

8. **Are you Google Analytics certified?** Google Analytics is a complex application and provides a certification for its analytics practitioners. Your web development team should have someone who has taken the time to understand Google Analytics and received the certification.

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