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Questions to Ask Your **WEB DESIGN AGENCY** BEFORE **HIRING THEM**



info@indusnet.co.in
www.indusnet.co.in
INDIA | UK | USA |
SINGAPORE
+91 33 2357 6070

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For any help or clarification,
get connected with our experts at
info@indusnet.co.in

Indus Net Technologies Pvt. Ltd.
532, SDF Building, Sec V, Salt Lake, Kolkata–700091, India
e: info@indusnet.co.in, www.indusnet.co.in

Questions to Ask Your Web Design Agency before Hiring Them

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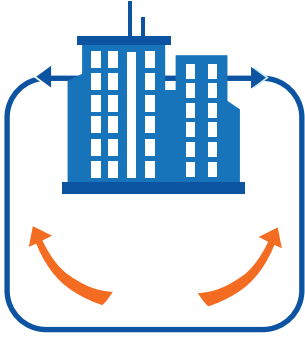
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A Structured Interview

If you have been considering hiring a web design agency, you will need to do your homework before you sign contracts. Shortlisting a few agencies and speaking to their representatives is always a good idea. A better idea is to interview their representatives in a structured and well-defined manner.

This document will help you to interview the web design agency's representative and look for clues, answers and information that may help you to hire or dismiss the agency. You can also find the key to these questions. Use your diligence to hire the best agency after interviewing them in a structured manner.

Question 1



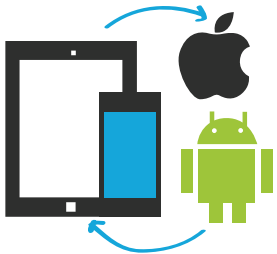
Could you give us a background about your company?

- ➡ How long have you been in business?
- ➡ How big is your team?
- ➡ What sets you apart from other companies?

Key to Question

The number of years that they have been in business and the size of their team should not really matter. However, the answers you receive to this question can be a deciding factor. For instance, if they have been in business for 10 years and they still do not offer customer support, there must be something wrong. On the other hand, if they have been in business for 3 months and have an impressive portfolio, you might want to take risks. Also, a professional web design agency will be able to tell you why they are different from others.

Question 2



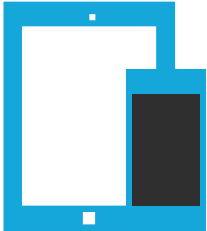
**How technically strong
is your company?**

- ➔ Which technology do you specialize in?
- ➔ For how long have you been using these technologies?
- ➔ Do you have a training program for your designers and developers to hone their technical skills?

Key to Question

Web designing is not just about aesthetics. Real technical skills are required. Make sure you probe a lot when it comes to discovering their technical prowess. Ideally, they should have continued training programs for their employees.

Question 3



Can you build responsive websites?

- ➡ What is your opinion about different screen sizes?
- ➡ Have you designed responsive websites before?
- ➡ What is your opinion about responsive websites? Are they overrated?

Key to Question

This is the sort of question that can be a trap for average web design agencies. If they try to convince you that responsive design is not necessary or that they can do a better job with something else, drop that agency.

Question 4



Do you use open source or proprietary software?

- ➡ What are the licensing terms and conditions?
- ➡ Can you design a website using WordPress?
- ➡ Are you efficient with HTML, PHP, JavaScript etc.?

Key to Question

This really boils down to how much you can spend on your website. If you cannot spend a lot of money, find an agency that is willing to work with WordPress or some other CMS.

Question 5



What kind of warranty do you offer?

- ➡ If there is no warranty, do you offer price reductions for support and maintenance?
- ➡ What are the warranty terms and conditions?
- ➡ What maintenance plans do you offer?

Key to Question

This is a no-brainer. They should offer continuous support to the website they design. Any contrary response to this question should be dealt with cautiously.

Question 6



How do you charge your fees?

- ➔ Do we need to pay you per project or based on the number of hours you put in?
- ➔ What are the hidden costs?
- ➔ What are the payment and refund policies?

Key to Question

Make sure that they are up-front and frank when it comes to fees and refunds.

Question 7



What is your design and development process?

- ➡ How long will you take to build our website?
- ➡ How will you continue to update us with the ongoing processes?
- ➡ Will we have complete rights over our design files?

Key to Question

Do they have a streamlined approach to design and development? Are they able to explain to you how your website shall be designed and how they will update you with the process?

Question 8



How successful have you been in your projects?

- ➔ Can you provide references?
- ➔ Can we see your live portfolios?
- ➔ How do you measure and track your own success?

Key to Question

Make sure that the portfolios are live and if they are not, ask for references that are reliable. Many of their clients may be out of business but you should be able to find out what their previous clients think of their work.

Question 9



Do you provide customer support?

- ➔ Will we be assigned to a dedicated project manager?
- ➔ Is the technical support available on demand?
- ➔ Is there a go-to person for all things related to our project?

Key to Question

This is a question you shouldn't be asking, ideally. However, you must, in order to make sure that they are professional enough to offer at least a basic level of customer service. If they offer no service or if they do not give you a convincing reply, drop them out of the list.

Question 10



How do you ensure that our project will be completed successfully?

- ➞ Will you stick to industry standards and mention this in the agreement?
- ➞ How do you plan to handover the licenses and intellectual property rights to us?
- ➞ Do you understand our business goals? If so, can you explain in your own terms what these goals might be?

Key to Question

Ask all the questions related to licensing, intellectual property rights, if they understand your business goals and how they can contribute to the website and your own business goals. A good agency will be more proactive and forthcoming about solving your business problems along with your website requirements.

Questions to Ask Your Web Design Agency before Hiring Them



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Our Global Presence

Kolkata

(Head Quarter)
4th Floor, SDF Building,
Saltlake Electronic Complex,
Kolkata-700091,
West Bengal, India

Chennai

1st Floor, Millennium Tower,
146, Nelson Manikam Road,
Chennai 600029,
Tamil Nadu, India

New Delhi

B-25, 2nd Floor, Sec 64,
Noida 201301
India

Mumbai

11th Floor, Tower
B, Peninsula
Business Park,
S.B. Road, Lower Parel,
Mumbai-400013, India

London(UK)

Indus Net Technologies Pvt. Ltd.,
6 Hays Lane,
London, SE1 2QG
United Kingdom

Boise (USA)

Indus Net Technologies Inc.,
507 1/2 W Hays St,
Boise, ID 83702,
USA

Singapore

Indus Net Technologies Pte. Ltd.,
1 North Bridge Road,
#19-04/05,
High Street Centre,
Singapore(179094)



info@indusnet.co.in
Ph: +91 33 23576070

www.indusnet.co.in

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