The 12 Must-Haves My Website Designer Needs for My Small Business Website to Succeed

The Checklist

dtkSTUDIOS

Checklist for My Website Designer

☐ **1. Do I have a website already, or am I starting from scratch?**

As you research the perfect website designer for your small business website, know most specialize in one platform. Some of the most popular options to research are Wordpress, Wix, Squarespace, Shopify, and Square.

Notes:

☐ **2. Are My Products or Services Developed and Ready to Sell?**

Depending on the type of business you own, the tools you need are going to be different. Certain website designers often specialize in either product or service.

Notes:

☐ **3. Is my marketing copy written, started, or needs some help?**

The marketing copy is anything written for your website to sell your product or service. Your website success is limited if your copy doesn't speak to your ideal client.

Notes:

☐ **4. Have I decided on my images, graphics, and/or videos?**

Once you've decided on your copy, the next step is the media. Always include a written agreement if your website uses paid media. Be sure to clarify who is purchasing the media, what the budget is, and who owns that media.

Notes:

Checklist for My Website Designer

☐ **5. Will I be using any external applications?**

Examples are an email sign-up, scheduling an appointment, or a payment portal. These all take a bit more time and skill to set up. If you have an idea about the future growth of your business, start that conversation now.

Notes:

☐ **6. Is my brand sheet and guidelines developed?**

Do you have a logo, colors, typography, and graphics chosen? Or do you have a mood board or inspiration you can share? The scope and price of the project will change depending on where you're at.

Notes:

☐ **7. Am I clear on my budget?**

View hiring a website designer as an investment. Your website is often the first impression for potential customers. The more clear you are about your needs, the better the quote the website designer can give.

Notes:

☐ **8. Who is my ideal audience and what problem am I solving?**

Whom you are trying to attract has a great influence on the look and feel of your website. The more specific you can hone in on your ideal customer, the better. It allows your marketing to be its most powerful and impactful.

Notes:

dtkSTUDIOS

Checklist for My Website Designer

9. Would I like ongoing support once my website is launched?

What's your vision in how you interact with your website? Do you expect your website designer to make changes and updates for you? You can ask if the website designer includes training on how to update the site.

Notes:

10. What's my deadline?

Website designers may have a waiting list of four to six weeks before they can even begin work. And it may be another couple of months before your website is ready to launch. You can start interviewing designers at any point and get a feel of how long their process takes.

Notes:

11. Do I have examples of websites I like or dislike?

By sharing websites that you like (and don't like), your website designer gets a clearer direction in the design. Any visual representation of the look and feel you want is helpful.

Notes:

12. What's the role of the website for my business?

Your website should have a primary job. It is often the first impression your business will make and you want it to be a good one! In knowing the primary job of your website, you can ensure it works to support your business, not hinder it.

Notes:

dtk STUDIOS