

HIRING A FREELANCE WEB DESIGNER OR WEB DESIGN AGENCY WITH THE BENEFIT OF HINDSIGHT:

A 12-POINT PERFORMANCE SCORECARD for CMO's, Marketing Directors, Small Business Owners & Startups



THE RIGHT WEBSITE DESIGNER FOR YOU

When you hire a freelance web designer or web design agency, it pays to think through how you'll evaluate the finished work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the web design project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps you tailor your management approach from the get-go. While this web designer checklist is by no means exhaustive, it should help you identify where many brand design projects go astray. It should also help equip you for the vast differences in web design experience, service and talent available to you on the marketplace today.

		YEP! 😊	NOT SO MUCH 😞
PROCESS	1: Did your freelance web designer or web design agency begin the process by presenting a body of work that spoke not only to website design experience but branding and strategic marketing experience?	<input type="checkbox"/>	<input type="checkbox"/>
	2: Did your professional web designer or web design firm first critically evaluate the design, structure and performance of the current site in relation to your current marketing objectives? Did your creative service provider listen attentively and ask insightful questions about the industry, your business model and its drivers?	<input type="checkbox"/>	<input type="checkbox"/>
	3: Did your freelance website designer or website design agency keep you abreast of progress and proactively troubleshoot for issues which might impact quality, time, cost, functionality/web development, SEO, overall user experience and influence on other marketing activities, such as Social Media?	<input type="checkbox"/>	<input type="checkbox"/>
	4: Did your web designer present work to you that demonstrated a command not only over layout, architecture and user interaction but a professional level of facility with sales strategy and brand-building?	<input type="checkbox"/>	<input type="checkbox"/>
PEOPLE	5: Did the person responsible for your web design demonstrate honesty and integrity when advising you on the resources required to achieve your primary and secondary objectives?	<input type="checkbox"/>	<input type="checkbox"/>
	6: Did your web designer or internet marketing agency demonstrate a pride of workmanship, ensuring your company's products and services value propositions were communicated with outstanding clarity?	<input type="checkbox"/>	<input type="checkbox"/>
	7: If your website designer was out-of-house, did he/she work to rapidly to get up to speed on the company so you could collaborate for maximum project and marketing communications success? Did he/she/they display a genuine service backbone by finding opportunities to think long-term and big picture in an effort to optimize your budget?	<input type="checkbox"/>	<input type="checkbox"/>
	8: Did your freelance web designer or digital agency integrate notes and accept constructive criticism in the spirit of shared project ownership & team success?	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT	9: Did the final website design ultimately display an extreme attention to communications strategy and detail?	<input type="checkbox"/>	<input type="checkbox"/>
	10: Did the resultant web design offer a fresh perspective on your value propositions, perhaps even demonstrating new insight into why they buy from you?	<input type="checkbox"/>	<input type="checkbox"/>
	11: Did the web design help set you apart in the marketplace? Did the design reflect an adequate understanding of the web development process and today's technologies?	<input type="checkbox"/>	<input type="checkbox"/>
	12: Did the resultant web design prove to be more effective at connecting you with your targets? Did the work help to set a new internal strategic bar and serve as a catalyst for future opportunities to increase marketing performance?	<input type="checkbox"/>	<input type="checkbox"/>