




Website Refresh CHECKLIST

Website technology can be confusing. One of the most important factors is choosing someone to build and manage your website that you understand clearly and that you feel comfortable working with over the long haul.

Here are some of the key questions you should ask your current or prospective provider.

<i>These questions are extremely important, since a mistake made in your selection can be costly and frustrating!</i>		Service Provider A	Service Provider B
Ongoing Service, Support & Adaptability			
What technology will you use to build my website?	Wordpress!		
Can I add content to my website later? (blog articles, press releases, videos, photos, etc?)	Yes!		
What can I change on my site, and what can I not change?	Anything!		
Do you offer training/support? (So that we can solve problems that come up?)	Yes!		
How quickly do you respond to requests?	1 business day		
How quickly can you make changes on the site?	1 week		
Will the site be updated as technology changes?	Yes!		
Can the look & feel of the site be changed easily?	Yes!		
Who owns the domain name?	You do!		
Who owns the website contents? (Intellectual Property)	You do!		
Accessibility			
Will the site be accessible from mobile devices?	Yes!		
Will it work well with language translators?	Yes!		
Tracking/Optimizing/Converting visitors to customers			
Will I have access to website data?	Google Analytics		
Will I have SEO and keyword performance reports?	SEMRush		
Does my site support forms so that visitors can interact with the site? ("contact us" forms, tip sheet requests, etc.)	Yes!		
What happens to the data that visitors enter on my site?	Sent to your email & your CRM		
Security			
Will my site have an SSL certificate?	Yes!		
Will my website be backed up?	Yes!		
What happens if my website is hacked or damaged?	We fix it.		
Satisfaction Guarantee	Yes!		

If you have any questions or concerns, please do not hesitate to contact us!

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