

# The 5 Top “out of the box” Questions to ask your Web Developer



How do I get my website to work well for my needs?

While there are some basic similarities in what websites do, they can vary greatly in function depending on what your needs are. Be clear with your developer about what functions you want incorporated into your website. Having this discussion early will help your developer be able to quote more accurately and you will be less likely to get surprises down the track.

Can you help with my online marketing plan?

Often, it makes sense to have a single organisation handling your online marketing, which should include your website. Have a think about how your potential customers might be looking for the goods and services you offer and chat to your developer about your needs. This may influence how your site is built and structured.

How do you handle website security, backups, and backend updates?

Sometimes your web developer will handle these things, sometimes you are expected to take care of it or find someone to take care of it. Make sure you know who's responsible, and if it's you make sure you know what it entails. If your developer is happy to manage this for you, find out what the ongoing costs will be.

Will I own my website?

This is a critical question. Your website is a strategic investment and you need to have a good understanding of this to make an informed decision. If you own your website, you have the option to transfer to new hosting/web developers down the track if necessary. Also, find out who's name the domain name will be registered in, and how it will be hosted.

How easy is it to update my website?

A related question would be “which Content Management System (CMS) do you use?”. You don't want your site being built on an obscure CMS where it's impossible for you to edit if you wish to. If you want to be able to post blogs, and update seasonal information you need to make sure you will be able to. If you don't want to handle updates yourself, find out how your developer plans to manage this for you and what costs are involved.

A good fit between your business and your developer requires a good working relationship to be formed. Asking these questions can help you work out if a developer really “gets” you and your business needs and will help you work out if they will be a good fit for your business.

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