

12

NON-NEGOTIABLE POINTS TO CHECK BEFORE HIRING A WEB-DEVELOPMENT AGENCY FOR YOUR BUSINESS!!!

Based on 3-D Framework
Dive | Discuss | Decide

A checklist exclusively curated for
Entrepreneurs and Businessmen

Dear entrepreneur,

A wrong decision to hire an agency affects the business a lot and can better know it than a business owner. With our years of experience in the industry, we have found many entrepreneurs who regret their decision of hiring the wrong agency. Based on 3-D framework, this checklist can help you take your decision with the utmost clarity.



Dive:

There are 12 important points which you should primarily consider before hiring your web-development agency. A proper read through these points will be an eye-opener for you which can help you to deal with the agencies.

D

Discuss:

After you dive into the 12 points, you can start contacting agencies and start discussing your requirements and expectations according to the points mentioned in the checklist. These discussions will create a difference for you to find between the agencies.

D

Decide:

The last, but the most important part is to have a decision with which agency you would like to collaborate with. After referring to this checklist, there are more than 90% of chances of you making a correct decision.

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KNOW WHAT YOU WANT

To begin with, you should have a clear idea of what would you like on your website. Clarity makes the end goal clear, and then you can work backward to achieve it. Get your core team and brainstorm until you know what you want.

Your web page is merely not meant to display your services and address but should act as a point of connection between your business and your customers. To build a connection, you should understand your customers' need and draft the points you would like to highlight. Essentially it should be user-friendly, relevant, informative, and revised up to date.

What

is the purpose of your website?

Who

is your target audience?

How

do you plan to keep your audience engaged?

CHECK AGENCY'S COMPETENCY

Before putting your trust and resources in an agency, know in detail about their competence. Ask them about their skills, knowledge, and assets. This would be helpful to figure out if they have the ability to pull off your expectations.

Do

they have the required educational qualifications?

How

long have they worked in the current field?

What

has been their major accomplishment?

GET REFERENCES FOR THEIR PAST WORK

A review of their past work will give you an idea of well do they perform. It is a reflection of their competency in the real world. Going through their past work will give you a visual display of their efficiency as web developers.

Who

have been their clients?

How

different is one work
from another

How

efficient is their work in
terms of user interface
and navigation

DEFINE AND DECIDE YOUR BUDGET FOR WEB DEVELOPMENT

As per your requirements, survey around and decide a budget for web development. Put it across to the agency and see what do they offer within it. Setting a budget is important as you don't want to splurge too much in web development and regret it later. This doesn't mean that investing in web development is not beneficial. It is, but remember the concept of value for money. You should set a budget keeping in mind the market rate, your expectations, and the outcomes you desire.

Which

features are non-negotiable to your business?

What

is the market rate for such features?

REFER WEBSITES OF YOUR COMPETITORS OR PLAYERS OF THE SAME MARKET

A nice way to know what is working is to look out for trends in the market. Research your competition, top players and derive your own perspective from them. While you should refer your competition, do not get too influenced by their ideology. Comprehend what is working for them and what is not and mould it as per your business. Work towards highlighting the Unique Selling Point of your business.

What

are the market trends of the industry my business work in?

Who

is the top player in the same domain as my business?

Have

they highlighted their USP correctly?

GET PRIMARY TECHNICAL KNOW-HOW ABOUT WEBSITE DEVELOPMENT

Acquaint yourself with the basic knowledge of website development. This will help you understand the process better and will give you opportunities to provide inputs.

Which steps do they agency follow for web development?
What is the framework of web development

BE PREPARED TO GET INVOLVED IN THE PROJECT

Your involvement as an owner in the web development process gives a sense of its importance to you. Not only will it help you understand the process better but you could avoid getting any unwanted surprises in the end. It will also keep the agency on their toes and would push them to deliver quality results. Ask for a detailed plan with timelines, tasks, responsible person, point of contact, etc to feel involved in the process.

How

will the agency communicate its progress?

Which

working pattern will result in less rework?

How

can we achieve better efficiency with the resources available?

GET SOME IDEA ABOUT THE AGENCY'S WORKING PATTERN

Hiring an agency is like including them as your stakeholder. Understand how they operate, their working process to make the journey smooth and enjoyable. Find a way which is easy to follow for both the parties. Sit down with the team and devise a plan for completing the task to avoid chaos.

How

are the tasks divided
into subtasks?

What

are the delivery date and
outcomes for each task/subtask

Who

is responsible for
each subtask ?

SERVICES OF THE AGENCY

Generally, an agency deals in many services like website development, app development, SEO and many more. While you are looking out for their web development service, do check out their other services as well. Maybe you can integrate some features or team up with them for other services for your business. This will save you time looking out for other agencies. Once you have entrusted an agency, it becomes easy to communicate with them with the added advantage that they already have information about your business. An agency involved with your business will have a better understanding of the purpose of your business and will save your time.

What

are the other services provided by the agency?

Do

I need to avail any such service in the future?

INNOVATION AND OUT OF THE BOX THINKING

Does the agency believe in doing something different for every client or do they follow the tried and tested method? It is crucial to understand their thought process and see if they are ready to go beyond their comfort zone to cater to your needs. Every other brand has an online presence and for your business to stand out, you need to opt for an agency that is ready to go beyond limits and are driven to think outside the box. This requires a lot of brainstorming

Are

they willing to take risks?

Is

research an important step in their preparation?

How

comfortable is the agency to its limits?

FEEDBACK AND REPORTING SYSTEM

No one gets it right the first time and to improvise, the agency should have a proper and efficient feedback and reporting system. They should be open to feedback and should have a proper process in place to incorporate changes. This happens if there is a gap in understanding between you and the agency.

It could be minimized by communicating effectively, but can not be completely avoided. Sometimes you would want to add something to the end product or change some aspect. In order to make the change quickly, establish a process with the agency to integrate the changes.

What

is the feedback system?

Who

takes care of the feedback process?

CHECK THEIR WEBSITE

The agencies' website is a sheer reflection of how seriously do they take their business. Checking out their website will give you a glimpse of how they manage their business. As an agency, offering web development services, they should show proficiency on their own website. A well established website will reassure that the agency is goal oriented and has a systematic approach, This will make you feel confident about working with the agency.

Is

their website appropriate in terms of layout, content and usability?

How

is the user interface

Have

they highlighted their USP correctly?

YOU,

yes you entrepreneur! Till now, you would have gone through these 12 effective points, and you might have realized how important it is to have a proper analysis before hiring an ideal web-development agency for your business

If you want some great out of the box ideations for your website, you can click the button below now and claim your free “Website Blueprint Ideation Session” with our team of experts.

[Claim Free Session](#)