GUIDE TO HIRING A WEB DESIGNER: The Starting Line Worksheet

These are the non-negotiable things you need to do to get started on a new website project.

>> Know Your WHY

What's the deepest reason for the work you do?

Why do you and your idea need a website?

>> Business Essentials

Establish and articulate your target market. Describe your ideal client here:

Nail down exactly what you're offering. Briefly describe your signature offering here:

Briefly describe additional products/services here:

Is my business really ready for a fully customized site design?

>> Site Backend

Do you already own the domain?   Yes   No

If so, where is it registered?_____

Do you have a webhost?   Yes   No

If so, who is your host? _____

>> Site Structure

What is the first thing you want new visitors to *understand* when they arrive at your site?

What is the first thing you want new visitors to *feel* when they arrive on your site?

What are the top three things you want people to *DO* while they are on your site?

Site Map [What pages do you need on your site? Ex. About, FAQs, product gallery, blog, contact, etc.]:

Does your site need any special features? [like… ecommerce, membership portal, interactive features, etc…]. List here:

Does your site need mobile viewing capabilities?

>> Site Content & Style

Is your website content/copy complete?   Yes   No

If no, what else do you need to do?

If you're getting new photos [products, headshots] done, where are you in that process?

Where are you in the branding process? Do you have a logo? Colors? Additional graphics? Is this something you need your designer's help with?

Create a mood board on Pinterest [a rough compilation of images that encapsulate the vibe/mood you want your site to have]? Link:

Three [or more] websites that you think also appeal to your target market:

>> Relationship with Your Designer

What do you want your relationship with your designer to be like?

Do you need your designer to have additional skills (branding, copywriting, etc.)

What is your budget for this project?

What is your projected launch date for the new site?

Do you need any training or guidance on Wordpress after the design is complete?

Will you need help with updating/backing up/hacking recovery?

List the names of some designers that you'd like to contact here. What do you like about their work?

Questions for your designer: