



Website Design Company Selection Criteria Checklist

When you are ready to create or upgrade your website, it is important to choose a company with the right mix of skills and experience. Generally, you'll find two types of companies: the graphic artists who will create a pretty site, and the technical programmers who will create a functional site. What you need is an appropriate blend of the two, but most importantly you need to find a company with expert marketing and business development skills. Your website is, after all, a business and marketing tool first, not a place for your website company to just show off its capabilities. The site should fit your business objectives and your company identity. Use the following checklist to decide which company is right for you. (Critical items shown in red.)

| Criteria | New Tech Web | Company B | Company C |
|---|--------------|-----------|-----------|
| • Track record of successful sites | ✓ | | |
| • Background in marketing and business development | ✓ | | |
| • Online marketing expertise | ✓ | | |
| • Creates sites driven by business objectives | ✓ | | |
| • Can advise on offline marketing to promote site | ✓ | | |
| • Reliable, high-speed, secure hosting | ✓ | | |
| • 1 Year, 100% Money back, Satisfaction Guarantee | ✓ | | |
| • Editing and copywriting services | ✓ | | |
| • Photography services | ✓ | | |
| • Provides resources for business development | ✓ | | |
| • Set up assistance for Outlook e-mail | ✓ | | |
| • Provides tips on finding, securing reciprocal links | ✓ | | |
| • Provides website statistics software | ✓ | | |
| • Teaches you how to interpret and use statistics | ✓ | | |
| • Submits <u>complete</u> site to search engines | ✓ | | |
| • Documentation on search engine submissions | ✓ | | |
| • Assists/educates on other desktop applications | ✓ | | |
| • Makes site "search engine friendly" from beginning | ✓ | | |
| • Can provide logo design/creation | ✓ | | |
| • Utilizes step-by-step, easy-to-follow process/system | ✓ | | |
| • Database design also with offline use in mind | ✓ | | |
| • Variety of tools available (ASP, PHP, PERL, .NET, etc.) | ✓ | | |
| • Stable, profitable business partner: founded 1997 | ✓ | | |
| • Professional, courteous, respectful staff | ✓ | | |
| • Most changes/updates made in 1-3 days (or less!) | ✓ | | |
| • Monthly maintenance included | ✓ | | |