

WEB SPECIALIST CHECKLIST

Whether you already have a website generating leads for you or you're looking at a sketch on the back of a napkin, **it can be overwhelming if web design and maintenance isn't your forte.**

When looking to hire help with your website, **having the right information is first step.** Be sure to ask questions because not every company or agency has all the people in place to help you. It's an annoying waste of time walking the aisles at a store only to find they don't have half of the ingredients you need, right?

Much is the same when hiring help for your website. **A Website Specialist is like the mechanic keeping things running at top performance, not the engineer designing and building things.**

To knock the socks off any agency you're thinking of contracting with for your website support, **have the answers to the following questions ready.** This is what most people are going to want to know when evaluating if they can help you and your website thrive (but keep this document in a secure place due to the sensitivity of information).

Their Question:	Your Response:
1. What's your Domain Name?	
2. Who is Hosting your website?	
3. Username/Passwords for host / domain name.	
4. Organization email address + username / password.	
5. Do you have access to your organization's logos and branding information?	

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6. Decide what tools you need (forms / blog / reviews / maps).	
7. Have an idea of how many pages you think you'll need (home / about us / blog / testimonials / service offerings / etc).	
8. Have an idea of what copy you want on each page (are you funny, serious, technical,etc).	
9. Have an idea of what kinds of supporting images / graphics / videos you want (nature photos, stock images, uploading your own product images, etc).	
10. List out your Social Media handles.	
11. Are you going to want Optimizations / CDN / Analytics?	
12. Are you going to want continual improvement / maintenance on your website?	

Once you've filled this out, talk to BELAY. We can assess your needs and match you with a dedicated website specialist ready and on call to make sure your website is always ready for your customers.

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