

12 Questions to Ask Before Hiring Any Denver Web Designer

Bring this to every meeting. Ask all twelve of whoever you're considering, including us. The answers tell you more than any portfolio does. If someone gets vague on questions 1, 2 or 5, that is the answer.

01 What is the total cost over three years?

- ☐ Build price plus hosting, maintenance, edits and every recurring fee. Published 2026 research puts overlooked running costs at \$1,100-\$5,000 a year.

02 What happens if I want to leave?

Do you keep the site? The domain? Is there a term? Get the answer in writing before you sign anything.

03 Who actually writes the code?

Some shops sell locally and build offshore. Not automatically bad, but you should know who you're really hiring.

04 What does a small change cost?

New phone number, new service, updated hours. Ask the price and the turnaround. You will need dozens of these.

05 Is SEO included, and which parts?

- ☐ Technical structure and schema should be part of building it. An ongoing content and link campaign is a separate service. Make them split the two.

06 What is your own PageSpeed score?

- ☐ Free to check at pagespeed.web.dev, takes 30 seconds, and they cannot argue with the number. Run it on their site while you're on the call.

07 Can I see a real page before I pay?

Grey wireframes tell you nothing. Ask what you get to look at, and when.

08 Who owns the content and photos?

Text, images and logo. Establish this at the start, not when you're leaving.

09 Will AI assistants be able to read it?

Ask how they'd check. If crawlers are blocked in robots.txt, ChatGPT cannot see the business at all.

10 What happens to my current rankings?

The most common way a redesign goes wrong is changing URLs without redirects and losing everything you'd built.

11 Who do I call when it breaks?

A named person and a real number, or a ticket queue. Find out before Saturday night.

12

Can you show me a site that ranks today?

Not a screenshot. A live URL, and a search term it currently ranks for that you can check yourself.

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