8 Questions to Ask your Website Designer on a Free Consult Call

Because the choice of a Squarespace or Showit website designer is such an important one (and accompanied by a decent investment,) many designers now offer free consultation calls to get to know you, answer your questions, and determine if you are a good match. (Pro tip: If your website designer does NOT offer a consultation of any kind, this could be a red flag!)

As the date of your consultation approaches, you may be wondering what exactly you should be asking during your call. What information is important, and what can wait to be discussed until after booking?

Today, I'm compiling a list of eight questions to ask your Squarespace and Showit website designer on a free consultation call so you can book with confidence.

How long will the process take?

It's important to ask about your designer's timeline, especially if you are in a hurry or have a launch date already in mind. Every website designer's timeline is different, and some offer expedited services for extra pay.

A website designer's timeline will depend on how many clients they have, how intensive their process is, and how many hours per day they can dedicate to working on your website (as well as when they can get started.)

Some designers' turnaround times are less than a week, while others' are a few months.

What does the process involve from start to finish?

Before booking, you'll need to know what a designer's process will entail, and how much of their process will involve you. Will you need to hop on follow-up calls? Send over notes and revisions? Are their websites done-for-you and delivered with no further contact after the questionnaire?

Personal preference will certainly come into play here, as well. Depending on how involved you want to be in the process, some designers may be more attractive than others.

If you want to play a large role in the design process, look for a designer who caters to this. If you want something you can just receive at the end and publish, make this clear during the consultation.

What do you need from me?

As aforementioned, some designers' processes involve more feedback and input from clients, while others are less hands-on. Regardless, it's likely that your website designer will need a few things from you during the process.

For example, I require that my clients submit an initial questionnaire so I understand exactly what they are looking for, copy (written by themselves or a copywriter) so I can format it beautifully on each page, and images (which I can optimize for SEO and place on the website to complement the design.)

How will we communicate throughout the project?

If additional communication throughout the project is required (such as providing your feedback, answering questions, or proofing pages,) you will need to know how this communication will take place.

In today's digital age, there are countless platforms for communication. Some designers might use email, while others use Voxer, text messaging, Skype, Zoom, etc…

Knowing this ahead of time will allow you to download said platform and set up an account so you can receive messages from your designer.

How does payment work? Are there payment plans available?

Each Squarespace and Showit website designer will have a different process for payment. Many will take payments directly through their website, while others may request your payment via Paypal.

You should also make sure you're clear on the total cost of the project, as well as when each payment is due. Is it all due upfront? Can it be paid in installments, and, if so, when must it all be paid off?

What kind of copy support do you offer?

Many website designers will offer some sort of copy guidance or copy planning document, but won't actually *write* the copy for the website themselves.

This is because copywriting is a different breed than website designing entirely, and requires a different set of skills, as well as a huge time commitment.

I personally offer all clients a copy planning document, and also have a copywriter on standby to help with clients' projects, should they need extra support. Feel free to ask your designer if they have any copywriter recommendations to ensure you find someone reputable who can bring your ideas to life!

Will I get ownership of the website at the end?

Most designers (including myself) will build the website under their own ownership and transfer ownership to the client at the end, after the final invoice is paid.

You definitely want to make sure you will get ownership of the completed website, as this will be important for ensuring you have complete control over your website and all its processes.

If your website designer says they do not transfer ownership to their clients at the end, be sure to ask why. This is a huge red flag, and should not be ignored for the sake of a cheaper design cost.

Will you optimize my website for SEO?

Think of it this way: Your website can be the most stunning, captivating website in the world – but if it can't be found via search engines like Google, it is practically obsolete.

Make sure your website designer can optimize your website for SEO (search engine optimization) so your website can work FOR you passively, attracting attention from simple keyword searches.

If your designer cannot do this, you may want to rethink working with them, as you will likely eventually have to pay someone else to go through and optimize your website after the fact. (This can be very time-intensive and pricey!)

If you are looking for a Squarespace and Showit website designer who can craft your dream website while incorporating the best SEO practices and constant support throughout the process, I encourage you to visit my services page [here](#).

Here, you can learn more about what I offer and how we can work together to create a website that works FOR your business - attracting your dream clients and customers.