



Notes from Tips to Pick the Right Web Developer

MCN Communications & Tech Conference

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TODAY'S "DESTINATION": We want you to select the right web developer, so the stage is set for you to complete your next redesign on budget, and on time. This involves getting your internal goals and team straight first, and then asking strong candidates the right questions.

YOUR NAVIGATOR & CREW:

- Cary Walski, nerd-in-chief, Copilot, @cwalski
- Eric Howard, digital strategist, Fourth Sector Consulting
- Brooke Thomson, development and communications director, Annex Teen Clinic;
- Austin Wiebe, marketing and communications director, CLUES – Comunidades Latinas Unidas en Servicio

OUR COURSE:

Feel free to use this area to take notes.

- Step 1: Trade Tales

Tip: Subscribe to Nonprofit Tech Talk Listserve to find referrals and swap stories
bit.ly/nptechtalk

- Step 2: Get Yer Staff on Board

- Step 3: Chart Yer Course (And Stay Ye Upon It!)

- Step 4: Recruit Yer Crew

MUST-ASK QUESTIONS FOR ANY POTENTIAL WEB DEVELOPER:

- Do you have experience making websites accessible to people with disabilities/ADA Compliant? (This especially important for those who receive certain Federal grants.
- What steps do you take to make the website search engine friendly? Can you teach us some SEO best practices?
- Will our new site be optimized for mobile devices?
- Describe the security best practices you put into place.
- Where do you propose that our website be hosted? How much will it cost, and is there the ability to upgrade our package if needed?
- How often will the site's software and components be upgraded?
- How do you handle back-ups? Will we be able to access copies of back-ups directly? If so, how?
- Will your platform be open-source or proprietary?
- How popular is this platform? How hard would it be to find help?
- Can I hire someone else to help me later if needed? Which features or areas of the site will we be able to update?
- What can we not/should we not update? Will you assist us with those updates?
- How do you handle it when you're going to go over budget on a project?
- How easy will it be to migrate the site in the future?
- Can you train our staff?
- Do you have written documentation?
- Will you be available for on-going support/bug fixes/improvements?
- Can I have 3 references of past clients to speak with?
- Could you send me a few websites you've done that have similar budget sizes to our projected budget?