

How to Choose a Web Developer?

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Quick answer

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How to upgrade a working website without losing business? First, of course, you need a professional performer. We will tell you what problems entrepreneurs face when looking for contractors, where to look, choose a website developer, and prepare for an order.

1. Decide what tasks the new site should solve

The main goal of any business (and site) is to generate and grow profits. You shouldn't create or update a site just for the sake of having it. The right developer will always conduct a survey and ask what tasks the site should solve. And then, it will offer options for breaking these problems and the corresponding functionality. If you know 100% what tasks a new site should solve, you can immediately choose a niche developer with serious competencies and experience. For example, if you need an online store, you can go to those specializing in them.

2. Consider whether the site will need further maintenance and decide on a budget

To do business on the Internet, it is not enough to create a website. You have competitors. Among the many offers, buyers will choose a resource that provides easy navigation and has all the relevant information. For your site to be exactly like this and rank well in the search engines, you need to accompany it constantly: refine, eliminate errors, update the content. Every site, if it is not a one-page niche testing site, needs technical support and maintenance. You can contact full-cycle agencies giving DevOps solutions and services that will make a turnkey web resource and be involved in its maintenance. This option initially requires a larger budget, but in the end, you will save money. Think about how long it will take you to figure out all the details of promotion and support. Or calculate how much time your IT department will spend on maintenance, revisions and updates, and bug fixes.

3. Find up to 10 candidates

Where to look and how to choose a website developer: On competitors' sites, in the footer of the site, if you like a competitor's web resource, see if there is information about the developer on it: agencies often leave their logo; you can invite studios to take part in the tender; Through a search engine, enter the phrase "order website development" into it, and you will see a bunch of ads and several pages of organic search results. You will be able to select several companies. Through acquaintances, ask friends to tell who they ordered the site from, or write a post on social networks: your subscribers and friends will be able to recommend someone. If you decide to contact a freelancer, ask your friends to recommend good performers, use search engines or use freelance sites like FI, Freelance, Work. Beginners or small studios can be found there. When you browse sites or offers from artists, immediately see if they match your needs. If the price is acceptable, there are suitable works in the portfolio, and the agency provides support, write down a contact: phone number, email, link to a profile on a social network. Then, keep looking until you have 8-10 developers.

4. Make a comparison table

Make a table, enter the selected site developers, and make rows or columns to compare them on important parameters. Then, split the assessment into two stages. The first one is evaluating developers without communicating with them. Look at the developer's portfolio, website, reviews, achievements, assess the positioning. Then talk to everyone: write down the response time, competence, the number of proposed solutions, finance software development, the desire to immerse in your problem, and help. Ask about the cost. When you check the performers, enter the data into the table. For example, you can use the pros and cons.

5. Choose the best developer for you

When you complete the table, compare all the performers. Choose the one who scored the most pluses or has an acceptable ratio of the announced development cost and the number of pros. Please do not delete the contacts of those who also scored many pluses, and it is always helpful to have backup options. Once you have made your choice, start close communication with the developer on the project. If possible, visit the company's office. Be sure, and this dramatically increases the level of the developer's responsibility.

References

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