

The Website Provider Cheat Sheet

Seven questions to ask anyone offering to build your website. Ask on a call, not in the comments. A pro answers live, from experience. Tick the box when they do.

- ☐ **01** **“Why these pages and not others?”**
A GOOD ANSWER Reasons tied to how your customers search: a page per service, a page per area you cover.
WALK AWAY WHEN “It’s what comes with the package.” A package with no reasoning is a template with your logo on.
-
- ☐ **02** **“What happens in month two?”**
A GOOD ANSWER A named monthly rhythm: new content, details kept current, a plain-English report.
WALK AWAY WHEN A pause, or “it’s all yours, off you go!” That’s a leaflet that cost you a domain name.
-
- ☐ **03** **“If we fall out, what do I keep?”**
A GOOD ANSWER Instant answer: domain in your name, content yours, site exportable, and in writing.
WALK AWAY WHEN Domain, hosting and logins all live with them “to keep things simple.” Simple for whom?
-
- ☐ **04** **“How will somebody actually find it?”**
A GOOD ANSWER Specifics in plain English: Google Business Profile, area pages, schema for AI search, reviews.
WALK AWAY WHEN “SEO is included” and nothing else. SEO with no detail is a sticker, not a service.
-
- ☐ **05** **“Show me one you built a year ago.”**
A GOOD ANSWER Live, still updated, still ranking, with an owner who will take your call and vouch.
WALK AWAY WHEN Everything in the portfolio launched in the last eight weeks. That’s a sprint, not a track record.
-
- ☐ **06** **“What will I have paid in 12 months, all in?”**
A GOOD ANSWER An actual number, on the call: build, hosting, domain, updates, the lot.
WALK AWAY WHEN “It depends” that never lands, or a free build with a monthly fee nobody mentioned.
-
- ☐ **07** **“Why did you do it that way?”**
A GOOD ANSWER Pick anything on a site they built and ask. A pro answers immediately, trade-offs included.
WALK AWAY WHEN Every “why” needs to go away and check. If the reasons live in a chatbot, you’re hiring a middleman.

NOW TALLY THE TICKS

6-7 answered live: hire them. 4-5: dig deeper before you sign anything. 0-3: run. Politely, but run.

One “let me check and come back to you” is honest. Seven of them means the knowledge lives somewhere else.