



# LIGHTHOUSE COLORPRINT

## PRINT & WEB DESIGN SERVICES

### Web Designer Checklist

Looking for a new web design company? The questions below will help you qualify the prospective company. As with any project, whether web design or print design, it is often the “little” details that can make or break your project.

	Prospective Company	Lighthouse Colorprint
1) <b>Years of graphic design / web design / photographic experience.</b>	_____	<b>15</b>
<p>The reason for this is obvious; you want a company that has actually done this type of work before -- not someone who just quit his/her job at the Mall. While someone can certainly do both, the likelihood is remote.</p>		
2) <b>Website PageRank, according to Google.</b>	_____	<b>5</b>
<p>The largest search engine today is Google, who now rivals the likes of Microsoft for marketshare. As such, you will certainly want a favorable Google rating. Their rating system is called “PageRank”, which rates websites from 0-10 based on a site’s “importance”. If your design company is promising good search engine rankings, but they have a low PageRank, how can they help you? <a href="#">Click here to download Google’s Toolbar</a>, with PageRank ratings.</p>		
3) <b>Clients’ PageRank, according to Google.</b>	_____	<b>Avg. 4</b>
<p>Using the Google Toolbar, you can now examine the PageRank for other websites – including those designed by your prospective web company. Just as with their website, in point #2, you may choose to see how well their work is performing for others. Again, if your design company promises good search engine rankings, yet their clients have a low rank, can they really help you?</p>		
4) <b>Number of web pages linking back to them.</b>	_____	<b>Numerous Thousands</b>
<p>This point also ties in with #2, as your web success is often based on the number of links back (“backlinks”) to your website. To check this, do a search for “<b>Link Counter</b>” at almost any search engine, then follow the instructions given for using such tools. As with the low PageRank described in #3, how useful will a web designer be for you if their very own “backlinks” are low?</p>		
5) <b>Quotation Process</b>	_____	<b>\$55/hr.</b>
<p>If a company provides a quote, WITHOUT first examining your materials ... BEWARE! Quotes are either non-binding or padded to cover the unknown. Another tactic is to charge a “per page” fee. The reason why this is problematic is because once the first page has been designed, the “look” of the site is finished. Therefore, the rest of the pages are easier and should be less expensive. With Lighthouse Colorprint, we charge a simple hourly rate so you pay ONLY for the actual time required to design your site.</p>		