

GRILL YOUR WEB DESIGNER.

Ten questions to ask before you sign anything. Because “trust us, we do websites” is not a strategy.

Most bad websites don't start with bad design. They start with a sales call where nobody asked the hard questions. **Bring this list to yours.** Good agencies will enjoy it. The rest will suddenly need to “circle back.”

HOW TO READ THIS

- **Good answer:** what a pro says without blinking.
- **Red flag:** your cue to end the call politely.

1

What's your process?

GOOD ANSWER

Clear stages, and you sign off on each one before they move to the next.

■ RED FLAG

They invent it on the call. Listen for the long pause.

2

Show me sites like ours. Can I call one of those clients?

GOOD ANSWER

Live links and a real client's phone number.

■ RED FLAG

Screenshots only. Every reference is mysteriously "under NDA."

3

Who's actually doing the work, and when?

GOOD ANSWER

Names, roles, and a start date that survives a calendar check.

■ RED FLAG

"We'll add you to the queue." The queue is where projects go to nap.

4

What platform, and why that one?

GOOD ANSWER

A recommendation tied to your business, not their comfort zone.

■ RED FLAG

Custom code only they can touch. That's not a website. That's a hostage situation.

5

How do you handle SEO and AI search?

GOOD ANSWER

Keyword research and a content plan before anyone opens a design tool.

■ RED FLAG

Lorem ipsum in the mockups. Google can't rank Latin filler, and neither can ChatGPT.

6

Do you use AI? Where?

GOOD ANSWER

Specific tasks, with a human reviewing everything that ships.

■ RED FLAG

"No" (doubtful) or "AI does everything" (worse).

7

What do you need from us?

GOOD ANSWER

Your homework, in writing, with due dates attached.

■ RED FLAG

*"Just send whatever you have."
Translation: your launch date is now a rumor.*

8

Will it be fast, mobile-friendly, and accessible?

GOOD ANSWER

Phone-first design, real speed testing, and working knowledge of WCAG.

■ RED FLAG

A shrug when you say "accessibility."

9

Who owns the domain, hosting, and logins?

GOOD ANSWER

You do. In your name, with your credentials.

■ RED FLAG

*Accounts registered to them.
Breakups get expensive.*

10

What does it cost, and what happens after launch?

GOOD ANSWER

Fixed scope, written change estimates, training, and a warranty period.

■ RED FLAG

*Vague pricing and no support plan.
Launch day shouldn't be the last time they call you back.*

THE GOLDEN RULE

**Your website is an asset you control, not a
mystery only your vendor can solve.**

Save this. Bring it to your next agency call. Trust clear answers. Dig into evasive ones.

Want to see how we'd answer?

Ask Twisted Puppy all ten. We'll answer every one in writing, before you spend a dime. Human strategy, AI-accelerated execution, zero synergy.

LET'S TALK

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