

## Guidelines for choosing a web professional

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If you have a web project then you need to make sure that you are appointing the right people to execute and deliver your project.

Recommendation is undoubtedly the best way of ensuring that anyone you appoint is potentially up to the task. Talk to your peers and associates and find out who they've used in the past. Even then do your own research, check out their existing clients.

### Call their clients, ask questions

- What were they like to work with?
- Did they describe their process up front so there were no surprises?
- Did they deliver within the agreed time frame?
- How well did they communicate each stage of the process?
- Has their work generated positive results?

Recommendation or not here are a few more guidelines that will help you to choose professionals who have the success of your project at heart.

- Who are they? Is it easy to see who's behind the business?
- Where does their heritage lie?
- Do they offer training and support?
- Do they start off by asking you questions about what you want to achieve from the project?
- Are they interested in tailoring a solution to your goals and budget?
- Do they carry professional indemnity insurance?
- Are they members of associations that you are familiar with?

If they're operating as a limited company check them out, make sure they're bone fide. Use a tool like [Company Check](http://companycheck.co.uk/) (<http://companycheck.co.uk/>). If that throws up questions then ask them – a true professional will not mind you seeking clarity before you sign up.

If you're actively seeking to appoint an Internet marketer or web developer then I hope this has been of use to you. If you're not currently looking for one but you know of someone who is then send them a copy of this tip sheet it might just help them make a more informed choice.

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