

Eight Questions

(You May Not Know)

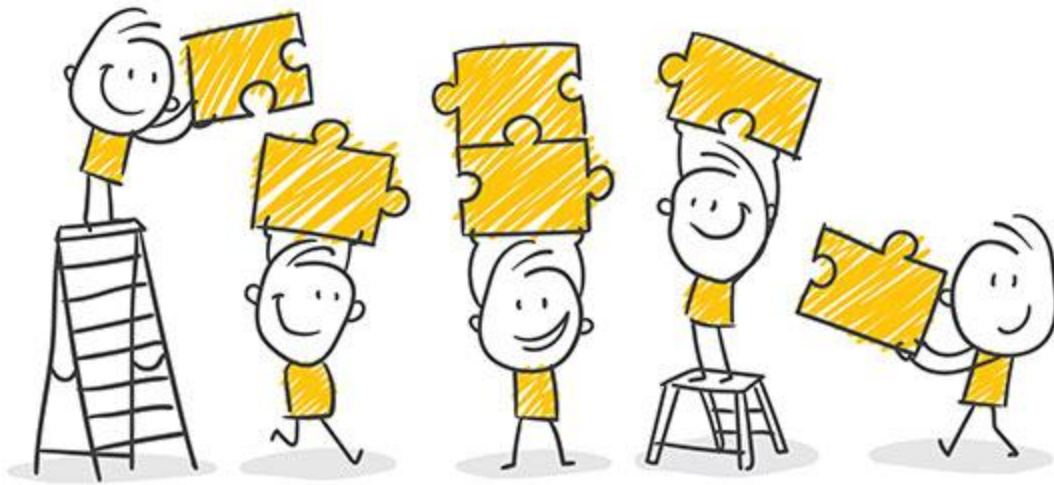
To Ask Your Website Developer



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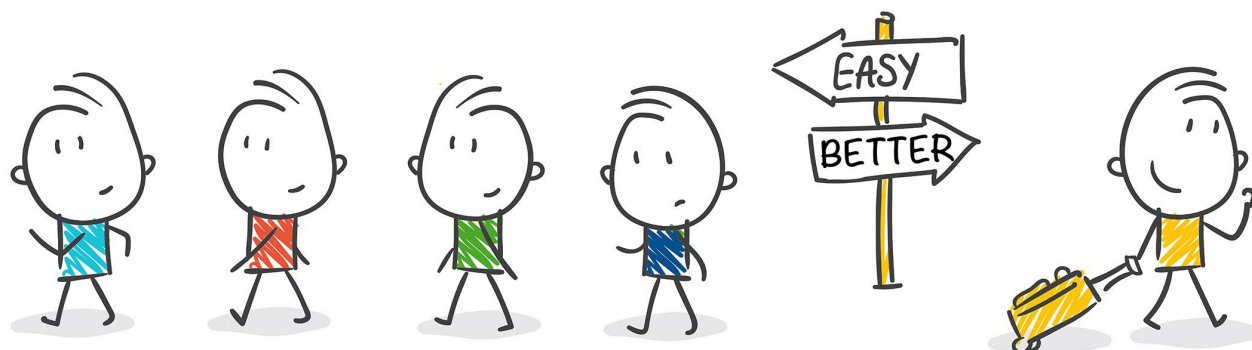
There's more to a successful website than a 'pretty face.'



But you wouldn't know that until you've had to pay the price for an unsuccessful, troublesome website.



You can rent a cheap and 'easy,' DIY website from many sources these days.



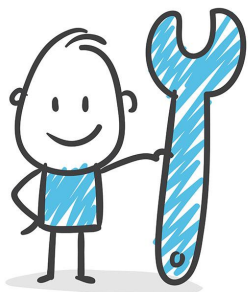
And when you're first starting out in business, especially if you're operating on a shoestring, it's the right way to go.



Set up properly, it can give you a chance to develop your content while building status in Google Search.

At some point, however, you'll want to take your website and sales system to the next level.

You can spend \$1000's of dollars and months of effort.



Only to find out later you have to hire someone to take it apart again - to include critical strategic elements!

...elements that could have been incorporated during the initial build.





If you don't know the right (technical) questions to ask, how can you ensure you're getting a well-crafted website?

This checklist can save you time, money, and the dismay that comes from not knowing the right questions to ask.

At CLGolden Webservices, you don't have to know all the right questions. These elements of success, and more, are built-in to every website and system we create. [Get a free estimate for your next website.](#)

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You can see a longer article with original cartoons on [Medium](#).

Elements of Success Checklist

- Question 1: Who owns my website and domain name?
- Question 2: Do you optimize images for design, speed and searchability?
 - Dimensions, for responsive design
 - Shape (landscape, portrait or square), for consistent branding
 - 'Weight,' meaning file size, for speed and bandwidth
 - File type (jpg, png, svg), also for speed
 - Filename - human-friendly for search results
 - Alt text for search results and accessibility
- Question 3: How will my web pages look in Google Search results? (Title and Description Meta Tags)
- Question 4: Do you do 'On-Page' SEO?
 - Proper 'Heading Hierarchy' for human readers and search robots
 - Hyperlink Strategies
- Question 5: Do you do 301 Redirects?
- Question 6: How will my web pages look on social media?
- Question 7: Will my website pass Google's tests for responsiveness, speed, and user experience?
- Question 8: Will my website be encrypted (https)?