



Web Design Hiring Checklist for Kilifi Business Owners

Everything You Need to Maximize Online Visibility, Generate Leads, and Close More Deals

Provided by **Bluxel Africa – Web Design Experts**

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Company Name : _____ **Date:** _____



1. Define Your Website Needs

- ☐ What type of website do you need?
 - ☐ Informational
 - ☐ Portfolio
 - ☐ E-commerce
 - ☐ Booking/Reservation
- ☐ What are your primary goals? (e.g., generate leads, sell online, showcase work)
- ☐ Do you have branding ready (logo, colors, fonts)?
- ☐ Do you need help with content creation (text, images, copywriting)?



2. Vet the Web Designer

- ☐ Are they based in Kilifi or understand the local market?
- ☐ Do they have a strong portfolio with relevant industry examples?
- ☐ Are their websites mobile-friendly and responsive?
- ☐ Have they worked with businesses like yours?



3. SEO & Performance

- ☐ Do they build SEO-optimized websites (on-page SEO, fast loading)?
- ☐ Will your website be submitted to Google (Search Console)?
- ☐ Do they offer keyword integration or blog setup for SEO growth?



4. Technical Details

- ☐ What platform do they use? (e.g., WordPress, custom code)

- ☐ Is the site scalable for future growth?
- ☐ Are speed and security optimized?
- ☐ Do they handle hosting or recommend providers?

5. Maintenance & Support

- ☐ Do they offer ongoing support/maintenance plans?
- ☐ ☐ Will they handle updates (plugins, content, backups)?
- ☐ ☐ What is the response time for support tickets or urgent changes?

6. Budget & Pricing

- ☐ Is the pricing transparent and clearly itemized?
- ☐ Does the quote include design, SEO, and revisions?
- ☐ Are you getting value for money (vs. just lowest price)?
- ☐ Are there hidden fees (e.g., hosting, domain renewal, premium plugins)?

7. Communication & Timeline

- ☐ Do they communicate clearly and promptly (email, phone, WhatsApp)?
- ☐ Is the expected timeline realistic and outlined in the agreement?
- ☐ How many revision rounds are included?
- ☐ Is there a project brief or scope of work?

8. Reputation & Proof

- ☐ Have you read reviews or testimonials (Google, social media, website)?
- ☐ Do they have client references or case studies available?
- ☐ Are they active in the local digital space (e.g., Kilifi businesses, events)?
- ☐ Do they offer a satisfaction guarantee or contract?

9. Bonus Tip

Save a copy of all your project assets, login details, and deliverables in a secure location. Ask your designer to walk you through the backend of your site once completed.

Need a Trusted Web Designer in Kilifi?

Bluxel Africa offers professional, mobile-ready, SEO-optimized websites tailored to Kilifi businesses.

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