

— FREE GUIDE FOR JERSEY BUSINESSES

Choosing a web designer in Jersey

10 questions to ask before you sign

Quotes for what sounds like the same website can differ tenfold. These questions sort that out. Ask every one of them of every designer you talk to, us included.

The money and the paperwork

Start with who owns what and what it really costs. Most website regrets begin here.

1

Whose name will the domain be registered in?

It should be your business, in a registrar account you can log into. The domain controls your website and your email: a designer who holds it holds your business online.

2

What will it cost over three years, not just to build?

Ask for the build price, the hosting and what changes cost, then add them up over three years. A cheap build with expensive hosting can cost more than the other way round.

3

What does hosting include, and does the price change after year one?

Hosting should mean more than a server: security, updates, backups and someone to contact. Check whether an introductory price rises at renewal, and whether SSL, backups or email cost extra.

4

How are changes handled, and are they charged?

Every site needs small changes: new prices, opening hours, a photo. Find out whether you make them yourself, send them in or pay per change, and how quickly they are done.

5

How long is the contract, and what happens if I leave?

Ask for the minimum term, the notice period, and what you take with you: your content, your images, the domain and ideally the site itself. "Nothing, because we own the design" is worth knowing before you sign.

The work and the people

6 Can I see sites you have built, on my phone?

Open two or three of their live sites on your own phone, on 4G. Do they load quickly? Can you find the phone number in five seconds?

7 Who will I actually deal with, and how?

On the island or remote, neither is better by default. What matters is who answers when something breaks, and how fast.

8 How will people find the site?

A good answer mentions page titles written for what customers search, a Google Business Profile, fast loading on phones and a way to measure results. A bad answer is a promise.

9 Does it cover the legal basics?

A privacy notice, cookie consent that works before analytics load, your business details and, if you sell online, distance selling information. Jersey businesses also register with the JOIC.

10 Can I talk to a client?

Reviews help, but a five-minute call with someone they built a site for tells you more. A designer with happy clients will not mind you asking.

RED FLAGS

- The domain is in the designer's name
- No price in writing before work starts
- A long contract with no clear way out
- "Guaranteed first place on Google"
- No live sites you can look at

OUR OWN ANSWERS

Your domain in your name. Builds from £100, price confirmed before you commit. Hosting from £20 a month, no long contract, updates included. You own your content and domain.

Questions? Ask us anything.

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