How to Choose a Web Designer for Your Company: Criteria and Questions to Ask Before You Sign

Programming and design · https://www.hyyat.com/en/knowledgebase/how-to-choose-a-web-designer/

In short Do not choose a web designer on price alone or on a pretty portfolio alone. Ask: **are the portfolio items real, working websites? Do they try to understand your business before they draw? What exactly does the price include? Who owns the domain, accounts and files after delivery?** Then put it all in a written agreement with clear stages.

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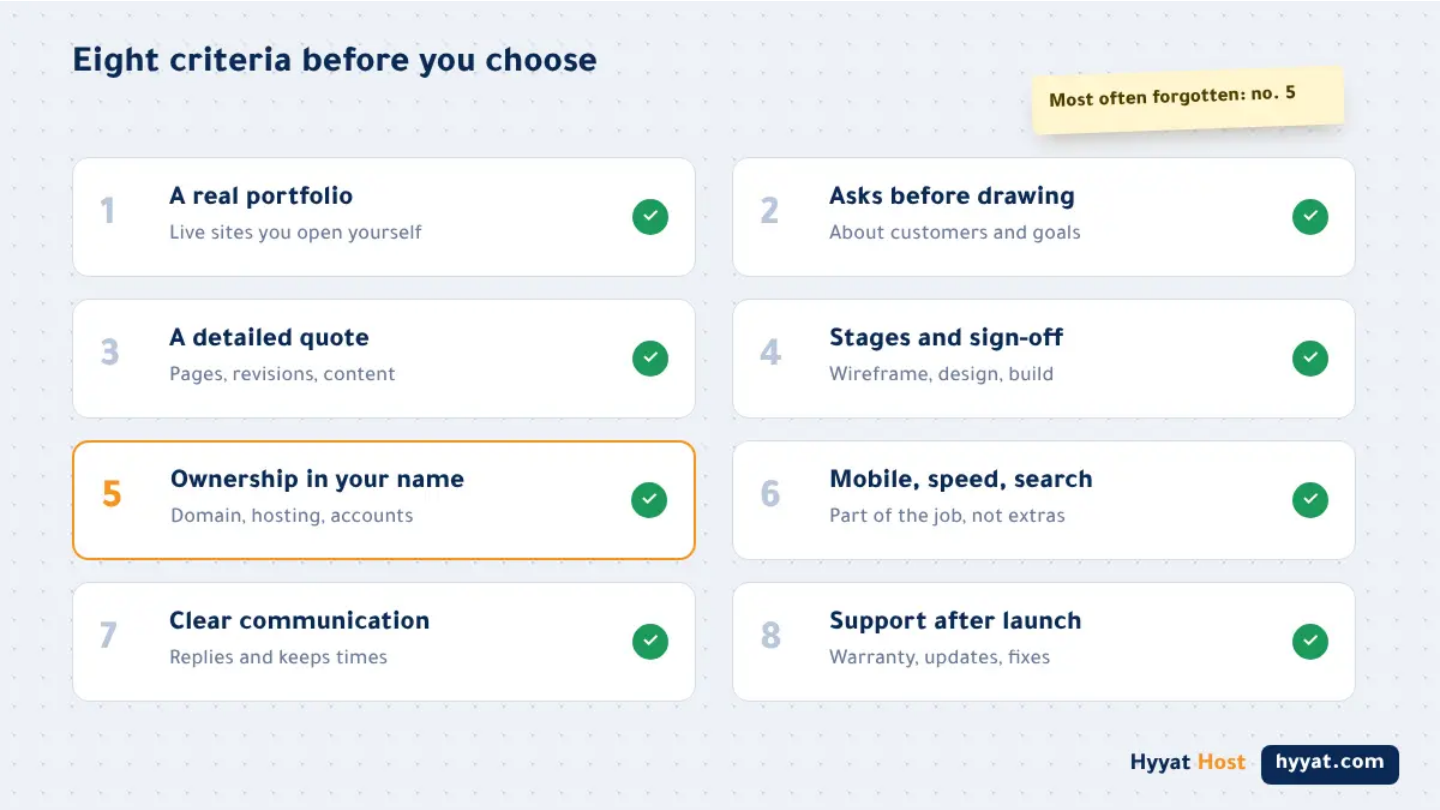
Choosing who designs your company website is a decision you will live with for years. A good website brings in customers and runs quietly in the background. A bad one eats your time with changes and breakdowns, and can even leave you locked out of your own files if the designer disappears. That is why the choice deserves an hour of structured thinking.

Whether you are comparing a freelancer with an agency, or weighing several quotes, these criteria help you compare fairly, beyond first impressions.



1) A portfolio of real, live websites

Beautiful images are easy. Ask for **links to published websites** they designed, and open them yourself on a phone and a computer. Do they work? Are they fast? Is the contact button easy to reach? Ideally some of them are company sites close to your industry or size.

2) They ask before they draw

A good designer starts with questions: who are your customers, what is the site for, what sets you apart from competitors? Someone who sends a ready design before knowing anything about your business is usually selling you a template, not a solution. Templates are not bad in themselves, but you should know what you are buying, as explained in ready-made template or custom design.

3) A detailed quote

A clear quote states the number of pages, the languages, how many revision rounds are included, whether content writing is included, whether domain and hosting are included, and what you will pay later. A quote that is a single figure with no detail invites disputes later on.

Item	What to ask
Pages	How many pages? Does each service page count?
Revisions	How many revision rounds per stage? What counts as an extra change?
Content	Who writes the text and who prepares the photos?
Hosting and domain	Are they included? In whose name are they registered?
After delivery	Is there a warranty for fixing bugs, and for how long?

4) Clear stages and written approval

Ask how the project will run. Is there a wireframe before the design? Is the design approved before development? Written stages protect both you and the designer. They are covered in the company website design process.

5) Ownership and accounts in your name

Many people skip this point and regret it later. Make sure **the domain is registered in your name**, the hosting account and Google accounts are in your name, and you receive full login details at handover. For custom development, agree on who owns the source code, as covered in who owns your website source code.

6) Awareness of mobile, speed and search

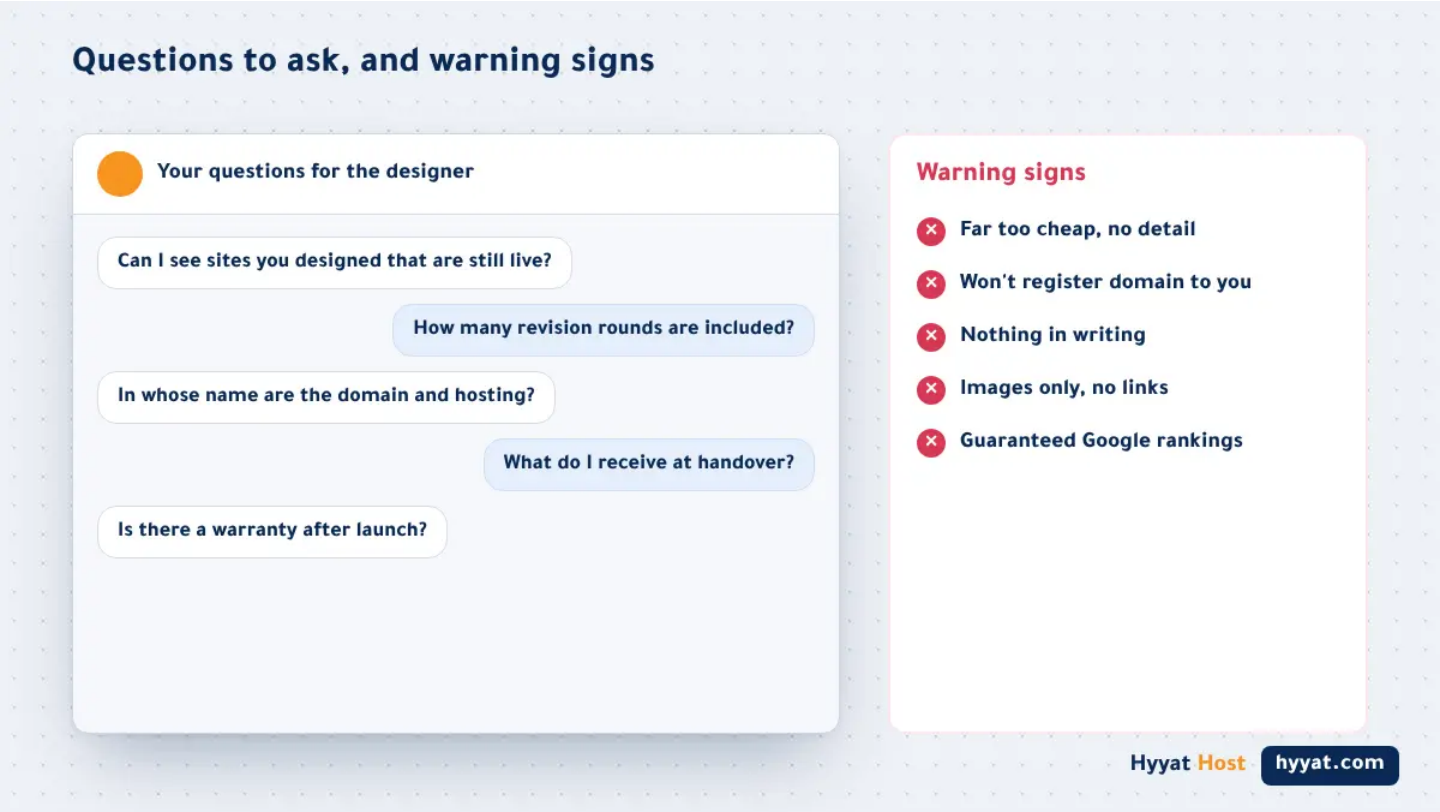
Ask the designer how they handle the mobile layout, how they compress images, and whether they set titles and descriptions for each page. You do not need complex technical answers, but you should feel these are part of their work, not extras to be requested later.

7) Communication

Notice how they deal with you before signing. Do they reply clearly? Do they keep the times they set? Communication before payment is usually the best you will get afterwards, not the worst.

8) Support after launch

A website needs updates and small fixes. Ask who updates WordPress and plugins, what happens if something breaks a month later, and whether there is a warranty. On our development projects, for example, bugs are covered by a 3-month warranty after delivery.



Ten questions to ask before you sign

- Can I see links to websites you designed that are still live?
- What do you need from me before you start?
- What are the stages, and when do I approve each one?
- How many revision rounds are included in the price?
- Will the site run on WordPress or custom code, and why is that right for my project?
- Will I be able to edit text and images myself after delivery?
- In whose name will the domain and hosting account be registered?
- What do I receive at handover: logins, files and a backup?
- Is there a warranty, and what does it cover?

- What will extra pages or later changes cost?

Warning signs

- A price far below others with no clear explanation of what it covers.
- Refusing to register the domain or hosting in your name.
- No written agreement, with everything agreed in a chat.
- A portfolio of images only, with no working links.
- Promises of guaranteed search rankings within a fixed period.

From the design desk: Ask the designer to explain why they proposed a particular home page layout. A designer with a reason for every decision knows what they are doing. One whose only answer is "because it looks nice" is decorating, not designing.

How to compare three quotes

When you receive different quotes, do not compare the totals directly. Put them in one table with the same items:

1. **Send the same brief** Give every designer the same description: number of pages, languages and required features, so the quotes are comparable.
2. **Separate one-off from recurring** What is paid once, and what renews every year, such as hosting, domain and licences.
3. **Ask about what is not written** Content writing, photos, extra revisions and support after launch.
4. **Compare stages and warranty** A quote that sets out stages, approvals and a warranty is clearer than a cheaper one that mentions none of them.

To see what usually goes into the cost of a company website, from domain and hosting to email and design, read how much a company website costs. If your project contains an idea you want to protect, ask for a non-disclosure agreement before sharing details.

Summary

- Check live websites, not images.
- Ask for a detailed quote and written stages.
- Make sure the domain and accounts are in your name, and ask about warranty and support.

We design company websites in clear stages, with prices starting from SAR 1,500. See our website design service or the business and enterprise package.

Frequently asked questions

Should I hire a freelancer or a design agency?
Either can work. What matters is a real portfolio, a detailed quote, a written agreement, support after delivery and accounts in your name.

Is the cheapest quote the best choice?
Not necessarily. Compare what each quote includes: pages, revisions, content and support. The cheapest quote can end up the most expensive once missing items are added.

How can I check the quality of a designer's work?
Ask for links to live websites, open them on a phone and a computer, and try their contact forms.

In whose name should my domain be registered?
Always in your name or your company's name, even if the designer handles the registration.

What should I receive at the end of the project?
Logins for the website, hosting and domain, a backup, and any design files or code agreed in the contract.

Related guides

- Ready-Made Template or Custom Design? How to Choose for Your Company Website
- Who Owns the Source Code After Your Website Is Built? Ownership, Accounts and Handover
- The Company Website Design Process: From the First Meeting to Launch
- How to Protect Your Project Idea Before Development: NDAs and Your Rights
- How Much Does a Company Website Cost in Saudi Arabia in 2026?

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