

# checklist

## QUESTIONS TO ASK A WEBSITE DESIGNER

Use this checklist before hiring a website designer or starting a redesign to make sure you're clear on what you're paying for and what your website will actually do for your business.

### Strategy & Planning

- Does the project include website strategy, not just visual design?
- Will you help define my website's goals and calls to action?
- Do you consider user experience (UX) and visitor flow?

### Branding & Visual Design

- Will the design align with my existing brand identity?
- Can you help refine colors, fonts, and overall visual consistency if needed?
- Will my website feel cohesive with my other marketing materials?

### Content & Messaging

- Am I responsible for providing all written content?
- Do you offer guidance, editing, or copy support?
- Will content be structured for clarity and readability?

### SEO & Performance

- Is SEO included as part of the design process?
- Will existing pages, URLs, and rankings be protected during a redesign?
- Are page structure, headings, and internal links considered?



### Mobile & Responsiveness

- Will my website be fully mobile-friendly?
- Is the design tested across devices and screen sizes?

### Functionality & Conversions

- Does the site guide visitors toward clear next steps?
- Are forms, booking tools, or calls to action included?
- Is the website built to support my business goals long-term?

### Timeline & Process

- What is the project timeline from start to launch?
- How many revision rounds are included?
- How is feedback handled throughout the process?

### Ownership & Maintenance

- Will I be able to update my website myself?
- Will training or documentation be provided?
- Is post-launch support included?



# the designer

I'm Laura Peragallo, a freelance designer  
who is very passionate about design

## How devoted to design am I?

I obsess over fonts. I'll adjust a line pixel by pixel until it's in the perfect spot. I know CMYK from RGB at a glance. I take too long ordering at restaurants because I get distracted by the fonts on the menu. I can tell if I'll like a movie just by its opening credits. I notice white space everywhere. Finding new color schemes excites me. My image library is enormous, and I'm always on the lookout for fresh inspiration.

It's this passion that makes me a great graphic designer – and I'm excited to use it to help you launch your business.

**Let's talk! Consultations are free.**

Contact me at [laura@lpdesignhelp.com](mailto:laura@lpdesignhelp.com) or call me at 917.881.7343.



Photos of me by Carmen Rubio

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