Web Development Agency
Interview Guide

ABOUT THIS GUIDE

Let's face it—the website RFP process stinks. It's inefficient, time-consuming and impersonal. And after all that, you probably won't get the really good firms to participate. The better option: cultivate a list of top contenders and interview them like you would a job candidate.

We developed this list of questions based on a few different factors, from the horror stories we've heard from clients to the questions our best clients asked us before signing on. Any web development agency worth their salt will have solid answers to the majority of your questions. And if they don't—well, it makes the decision that much simpler for you.

Read more at: http://bit.ly/2Da7t9G

HOW TO USE THE GUIDE

Section 1: Interview Questions
Questions are divided by "Need to Know" and "Nice to Know" to help you prioritize the interview. Print a copy of the questions for each person from your team who will be attending the interviews.

Section 2: Notes & Observations
Print a copy for every new agency interview. Take down notes, observations or other thoughts that stand out to you during the meeting.

Section 3: Rate Your Impressions
Tie a numerical score to each answer to you help quantify your evaluation. After the interview, you can compare your scores with other team members.

SECTION 1: Interview Questions
Print as may copies as you need before heading into your interview.

I Need to Know…

- What's your company's positioning? Do you have a specialty?

- How do I fit into your client base, size-wise (larger, smaller, average)? *You'll want to know that they can handle your needs. Plus, this can hint at what level of service you get—for example, if you're smaller, you likely won't get as much attention.*

- What is your website philosophy? What do you pride yourself on?

- Can you tell/show me examples of similar companies or projects you've done?

- Tell me about your culture. What are your values? What are your people like?

- What is an "ideal" client for you?

- What tech stack do you prefer to work in?

I'd Like to Know…

- What does working together look like? *You'll want to know about preferred communication style and frequency, project management systems, etc.*

- What's your approach/steps? What do timelines typically look like?

- What's your creative process like?

- Tell me about the team I'd be working with? What are their backgrounds? What are their personalities like?

- Do you offer any guarantees or risk-sharing? What if I'm not happy with the results or performance?

- What kind of post-launch support or services do you offer? What can I expect 30-60 days after launch?

- BONUS QUESTION: Do you have any initial observations about my current site?

Company Name:_____ Interview Date:_____

Interviewed By:_____

SECTION 2: Notes & Observations

Jot down your thoughts during the interview so you can share with your team.

Company Name: _____   Interview Date: _____

Interviewed By: _____

SECTION 3: Rate Your Impressions

Rate the business on a scale 1-10 for each of the following criteria.

CATEGORY	RATING
Need to Know	
Positioning	
Client Base & Fit	
Website Philosophy	
Case Studies & Examples	
Culture Fit	
Ideal Client Profile	
Tech Stack/Capabilities	
Total Score	

CATEGORY	RATING
Nice to Know	
Working Relationship	
Approach, Steps & Timelines	
Creative Process	
Team Backgrounds	
Guarantees/Risk-Sharing	
Post-Launch Support	
Total Score	

Total Interview Score:

Final Thoughts & Comments: