

Making the Right Website Decisions

Decision Factor	Details	Check
Customization	Does the provider offer full customization to differentiate your brand from your competitors?	<input type="checkbox"/>
Confidentiality	Does the provider work with your competitors? If they do, your business information may not be safe	<input type="checkbox"/>
Content Quality	Is the provider experienced in creating high-quality, targeted B2B content?	<input type="checkbox"/>
Content Creation	Do they have experienced professional native speakers writing the content for the website?	<input type="checkbox"/>
Research	Will you be able to meet with the writers and review their research before they write your content?	<input type="checkbox"/>
SEO and Keywords	Have they shown you detailed competitor research and target keyword lists?	<input type="checkbox"/>
SEO and Keywords	Which countries are they targeting and are the keywords actually used by real customers?	<input type="checkbox"/>
Costs and Fees	Is there a clear payment schedule with specific deliverables for each payment?	<input type="checkbox"/>
Provider Flexibility	Can you easily change providers or manage your site independently if you need to?	<input type="checkbox"/>
Customer Support	Does the provider offer reliable and prompt customer support?	<input type="checkbox"/>
Mobile Responsiveness	Is the provider experienced in creating high-quality, targeted B2B content?	<input type="checkbox"/>
International Marketing	Can the website be hosted in the USA or EU to target your key markets?	<input type="checkbox"/>
International Marketing	Can they provide detailed international research on local competitors in those markets?	<input type="checkbox"/>
Loading Speed	Does the provider guarantee a fast-loading website optimized for global users?	<input type="checkbox"/>
Security Features	How often is the website backed up and how often are security updates performed on the server?	<input type="checkbox"/>
Hosting	Is the website hosted by a reputable large provider such as Google or Amazon?	<input type="checkbox"/>
Analytics Integration	Will you have easy access to website performance analytics?	<input type="checkbox"/>
International Readiness	Can the provider effectively localize content for different international markets?	<input type="checkbox"/>
Scalability	Is the website built to easily scale with your business growth?	<input type="checkbox"/>
Portfolio and References	Can they provide references you can call directly to find out what they are like to work with?	<input type="checkbox"/>