

## Web and Application Development from Overbyte Interactive

### What should you really expect from your web development company?

Let's face it, canny investment is shrewd at any time but through hard times, getting it right first time has become every company's mantra.

So how do you ensure that the moment your marketing/sales/business development department decides it's time to 'revamp' the website, that all your searching pays off and you're approaching the right company?

It can be tricky. There are buzz words, technologies, sales people and budgets. It's a relatively new world in the grand scheme and not everyone can claim to be saintly.

**\*Discuss money early on.** It's understandable that you may not want to reveal your budget too soon but this can lead to misunderstandings and proposals that are way off spec. Let them know if you're in the market for a Fiesta or Ferrari.

**\*Check the web company's history.** Do they demonstrate the kind of tasks you're interested in employing and is there any evidence that their work has had an actual and positive impact on their client's organisation?

**\*Can you visit their offices?** Some agencies are 'virtual' and if your preference is to sit across the table from real people drinking a real cup of tea, insist on visiting their premises. Just because they deal in the digital, doesn't mean you shouldn't share the same dimension.

**\*Ask questions.** If you feel confident that you've obtained an adequate response, make notes and compare the same answer with your next agency. Sounds obvious, but there really should be some consistency when receiving good advice.

**\* Does it feel right?** If the company is sales heavy rather than having a more robust development team, it would suggest that their expertise lies elsewhere.

A few bytes from an effective and expert company.