

GRADE YOUR WEB DEVELOPER / DESIGNER

When trying to figure out who to hire for your website development and design, use this handy chart to grade the candidates. See who fits your needs best!

How To Use: Carefully grade each line using a simple number system: 1 = not impressed, 2 = eh, it's OK, 3 = average, 4 = above average, and 5 = they're a star. Add the numbers up, and whoever's got the most points is your best candidate!

CANDIDATE 1

SMACK HAPPY DESIGN

CANDIDATE 3

Design Portfolio	
Testimonials & References	
Friendliness	
Understanding of Needs	
Project Support	
Value	
Experience	
Team Dynamic	
Access to Resources	
Project Management	
Communication	
Copywriting Capable	
Design Process	
SEO	
Responsive/Mobile	
Custom Design	
CMS / Easy to Use	
Scope	
Wireframe	
Strategy/Planning Process	

Design Portfolio	
Testimonials & References	
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TOTAL: _____

TOTAL: _____

TOTAL: _____

AFTER THE GRADE

If you need more direction to define what each piece means for each candidate, [check out our recent blog](#) that goes through many of these items in more detail. Use the next page of this document to take as many notes as you'd like.

