

Website Vendor Vetting Questions

Culture & Relationship Fit

1. How do you typically onboard new clients? What kind of time commitment is there, and who do you suggest is the internal lead on the project?
2. What does a long-term relationship look like with your firm?
3. Can we meet the team who will be assigned to us? How do you ensure they are a good fit?

Project Management & Timeline

1. How long did your last senior living website take from kickoff to launch?
2. What are the most common barriers to staying on time?
3. If we get off track, how do you help clients get back on track?
4. What project management tools do you use? Like Asana or Microsoft Project, Basecamp
5. What happens if our internal staff capacity changes mid-project?

Compliance & Accessibility

1. How do you ensure ADA and FHA compliance?
2. Can you show examples of accessibility audits you've done for previous clients?
3. What specific tools or checklists do you use for accessibility compliance?
4. How do you stay current with Web Content Accessibility Guidelines (WCAG 2.1 AA)?

SEO & Metadata

1. How important is metadata in your process?
2. Do you create page titles, descriptions, and schema markup? What do you need us to provide?
3. Can you share examples of measurable SEO improvements you've delivered after launch?
4. How do you balance SEO best practices with creating an authentic, human-centered user experience?

Senior Living-Specific Knowledge

1. What experience do you have with senior living websites?
2. How do you handle the dual audiences of residents and adult children?
3. Can you show examples of lead conversion tools you've built (tours, events, form fills, live chat) that worked well in senior living?
4. How do you incorporate life enrichment and lifestyle into design without making it feel like a nursing home?

Long-Term Partnership

1. What ongoing support do you provide after launch?
2. How do you handle turnover on your team so our site/project doesn't lose continuity?
3. Can you share references from clients who have worked with you for more than 2 years?
4. What is your approach to continuous improvement after launch (A/B testing, analytics-driven design changes)?
5. Where is the site hosted and will you manage the hosting relationship?