Website Developer Comparison Checklist

Comparing apples with apples in the Web industry can very hard with so many things to look out for.
Use this as a quick cheat sheet to make sure that you know what you are paying for.

FEATURE	BLOOMTOOLS	OTHER
Editable - Can you make changes to your website without having to get your developer to do it for you each time?	✔ Easily, without needing any design or technological skills.	☐
Technology Updates - How will you get the latest features for your website as technology evolves?	✔ This will be the last website you ever buy, with Bloomtools constantly updating your website technology automatically behind the scenes for you.	☐
Future Proof - Does your developer have the features you need as your business grows?	✔ Bloomtools is a single solution that has the variety and depth of functionality that you can just add-on over time.	☐
One system - Will you have to learn to use and login to multiple systems to manage your complete online solution?	✔ Bloomtools develops all its own products to work within your single online toolbox - one login for everything.	☐
Unlimited pages - Do you pay more for additional pages?	✔ All Bloomtools products have no limits.	☐
Mobile Friendly - Do you have a thumb friendly mobile website included?	✔ Included at no additional cost when you purchase a Third Generation website.	☐
Standards - Is your website built to international standards ensure that it will work on all future browsers?	✔ Yes, Bloomtools codes to the W3C standards, and even founded the Website Standards Association.	☐
Interoperability - Are all the tools you need for your online solution designed to easily work with each other?	✔ All the Bloomtools tools are designed and built by us, so they work together saving you time.	☐
Ease of use - Is the website editor easy-to-use?	✔ Yes. We also have videos and a searchable knowledgebase (additional to your initial training).	☐

The Results

FEATURE	BLOOMTOOLS	OTHER
Guarantees - Are you guaranteed to get results with the developer you are choosing?	✔ Yes. bloomtools.com/guarantee	☐
History - Does your web developer have a track record of getting results for its clients?	✔ Read about the results our clients have received first hand on our Success stories (bloomtools.com/success) page	☐
Unique Designs - Are you purchasing a common template, or getting a unique design for your website?	✔ Our designers will create two unique designs for your website.	☐
Education - How will you continue to learn what is working online?	✔ Bloomtools runs regular client only webinars, produces ebooks and learning resources.	☐
Search Engine Friendly - Is the website built with all the features you need to rank well in Search Engines?	✔ Features include: XML Sitemaps, Editable Titles, Page Names, and Meta Descriptions. 301 re-director, robots.txt editor.	☐

The Company

FEATURE	BLOOMTOOLS	OTHER
IP Ownership - Who owns the IP to the design, and your data?	✔ Assigned to you in the Service Agreement.	☐
Reliability - Will your developer be here tomorrow?	✔ Bloomtools is profitable with thousands of clients, and multiple offices across Australia.	☐
Support - Do you have to pay each time you phone support for help, or is this included in your service fee?	✔ support is included as part of your monthly service fee.	☐

Security and Reliability

FEATURE	BLOOMTOOLS	OTHER
Reliable Hosting - How do you know your website will stay up when you need it most?	✔ Your website will be hosted in two separate data centres, running multiple servers within each, able to scale instantly to handle an increase in traffic.	☐
Australian Hosting - Is your website hosted in Australia to help with your Search Engine Optimisation?	✔ Yes, both the Bloomtools data centres are in Sydney, and its fast!	☐
Backup - Does your web developer have a disaster recovery plan?	✔ Your Bloomtools website is built so that an entire data-centre could stop working, and your website won't miss a beat.	☐
Security - Is your data and website vulnerable to hackers?	✔ Unlike most open-source editors, Bloomtools' security has never been breached, and we have never lost any data.	☐

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