

Interview questions before hiring a designer or developer

Be wary of developers located overseas. I have used them because I'm very experienced and know what to look for, but I wouldn't recommend it for a locator.

1. Do they know what an apartment locator does and how it's different than a Realtor?
2. Which real estate themes have they worked with previously? Wanting a theme they aren't familiar with can create massive delay's.
3. How many real estate sites have they designed?
4. Have they previously imported an XML data feed or spreadsheet using the plug-in WP All Import?
5. Have they previously installed third-party apps with iFrame?
6. How many years of experience do they have?
7. Do they perform basic keyword research to create a page naming structure that will allow you to rank among your competition?
8. If they are writing content, do they use ChatGPT or are they writing it from scratch?
9. Ask for at least three referrals from real estate clients and call/email all of them. Don't take the developers word for it.
10. Ask for a money back guarantee if the site isn't complete by an agreed upon date.

Tips before purchasing a WordPress theme

Purchase the theme from Themeforest.net or directly from the developer's website. Other third-party websites don't offer support in case you have problems.

1. How many copies of the theme have been sold? I prefer over 1,000 sales.
2. When was the theme published? I prefer longer than a year so you aren't using the first version of a theme.
3. What rating does the theme and developer have on the platform?
4. Read the most recent reviews. Sometimes a great theme will get negative reviews after the latest update. Make sure the theme is consistently good quality.
5. Read the comments. Are they mostly positive?
6. Does the developer respond in a timely manner?