



How to choose a Shopify Expert and avoid getting burned.

THE HOPE FACTORY

Select 3 companies to interview who you think could be a good fit for your project. Not sure how to find them? Check out the [Shopify Experts](#) page. Alternatively, ask for referrals from friends and colleagues on Facebook or LinkedIn. To shortlist your candidates, visit their websites, read any case studies and look at their portfolios. Mark the checklist if the company was able to answer the question satisfactorily. Any questions contact win@thehopefactory.com.

Experience

Have you been in business for over three years?

(5 years + is even better.)

Are your team in-house?

(Look for an in-house team or a blend of in-house and contractors.)

Are you specialists in conversion optimisation?

(Work with a team that helps you improve your conversion rates)

Can you walk me through a few of your portfolio pieces?

(Look for examples which show the agency solving core business problems.)

Can you provide references from 3 companies?

(If they cannot provide names and phone numbers this is a RED FLAG.) Do you have client case studies and/or interviews?

(Look for examples which show the agency solving core business problems.)

Y/N

TOTAL / 6

Process

Can you walk me through the build process?

(Be sure they address site planning, development, design, content, SEO, and post launch activities.)

How do you manage projects, client expectations, and meet deadlines?

(Look for an easy to understand system and a highly communicative team.)

How do you cater for mobile users in the design and development of a site?

(Check yes if they can provide a responsive design and testing.)

Will you provide a contract including a scope of work?

(This should include planning, design, development, and post launch activities including migration if for redesign)

Y/N

TOTAL / 4

Support

Do you offer flexible support and training?

(Look for one hour training minimum & ongoing support plans)

Can you assist with marketing after the launch? (This includes email marketing, social media, conversion optimisation etc.)

What systems do you have in place to gauge the ROI on our marketing campaigns?

(This should include a clear breakdown of costs and regular reporting.)

After the meeting

Did you get along well?

(They should be interested in your business, knowledgeable & attentive.)

Is the price competitive?

(If prices vary greatly, a bid could be unrealistic. Give weight to quality, time frame & experience - not just price.)

Y/N

TOTAL / 5

TOTAL / 15