



# 12 (smarter) Questions to Ask Your Next B2B Website Vendor

To help you become a smarter client, below is a list of RFP questions you really ought to ask prospective vendors early in the bidding process. For the full article see our blog.

1. How will you help us determine requirements and scope so we can create realistic budgets and timelines?
2. How will you assess our needs and match your team members to meet those needs over the long term?
3. We don't want to be orphaned -- do you retain and nurture staff over the long term, so your team remains intimate with the installation and the client?
4. Centralizing data is a big job; how do you weigh the costs and benefits of taking it on?
5. How many times have you rolled out your proposed Content Management System in businesses similar to mine? Tell me how your CMS solved three problems for those businesses.
6. Please review our website and propose three ways your CMS and/or design and other services could improve it. Show us examples of these types of improvements in place on the websites of other clients
7. How do you determine the roles of Search Engine Optimization, social media and marketing automation in attracting customers to a client's website and keeping those customers engaged?
8. Can you help us devise a content marketing strategy and show us how to distribute that content via the most appropriate and effective social media?
9. Show us examples of successful distributed content management that you have implemented with the proposed CMS. We define "distributed" as multiple non-technical content editors maintaining information assigned to them in an organized process.
10. Explain your process of updating our content management system without forcing clients to implement painful and expensive migrations of CMS platforms. Show us three case studies of clients who have successfully updated your recommended CMS platform multiple times.
11. What is your approach to client education, training, emerging trends and generally keeping us up to date?
12. Tell us about the last time a project faltered. Explain the intervention and remedies you employed to right the ship.