

■ BEFORE SIGNING WITH ANYONE

Ten questions to ask an agency.

Including us. Ask them in order, write down the answers, and compare. If an answer is vague, that is an answer.

Will the domain name be in my name?

ANSWER

Otherwise your web address belongs to someone else. The day you leave, it stays with them.

Do I get the site files?

ANSWER

A site whose files you do not have is not yours. It is a subscription.

What does it cost, in total, the first year?

ANSWER

Design, hosting, domain, email, changes. Ask for the full number, not the headline price.

What happens if I stop paying the monthly fee?

ANSWER

If the site disappears, you never owned it.

How long, starting from when?

ANSWER

A deadline that starts at signing and one that starts when the photos arrive are not the same deadline.

Who writes the copy?

ANSWER

If it is you, plan your evenings. If it is them, ask to read one.

Can I see it on my phone before launch?

ANSWER

That is where your customers will see it. That is where it must be approved.

Will my city and my services be spelled out?

ANSWER

That is the foundation for showing up on Google and being cited by AI assistants. Not an option.

Do you guarantee a position on Google?

ANSWER

If the answer is yes, be careful. Nobody controls Google.

Who do I reach when something breaks?

ANSWER

A name and a number, not a support-ticket form.

Our answers are at ganolyk.ca/en/how-it-works.html

Domain in your name, files handed over, posted prices, ten business days after your photos arrive, no mandatory monthly fee. And when something breaks, you text Michael.

