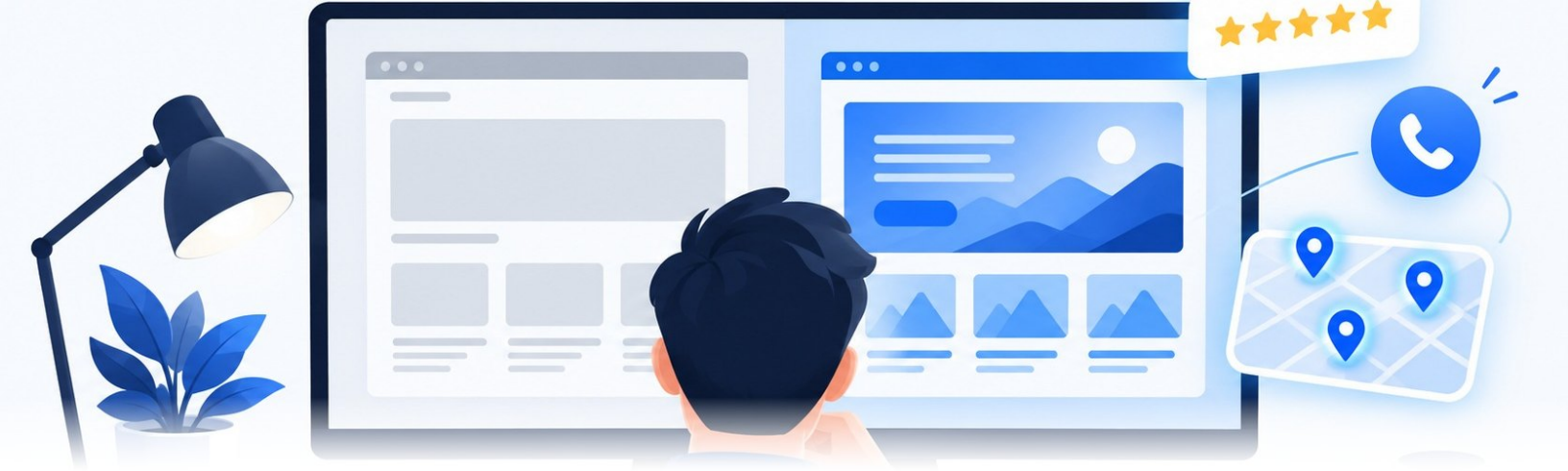
LEVALTECH

# BUILT TO RANK

## 12 Questions to Ask Before You Hire a Web Designer

FREE GUIDE · ENGLISH & SPANISH





BEFORE YOU READ THE QUESTIONS

# Your Website Should Bring You Customers. Not Just Compliments.

Most local business owners hire a web designer on looks and price. Months later the site is beautiful, the phone is quiet, and nobody can tell them why.

The twelve questions in this guide are the ones that decide whether a website works for your business. They are also the ones almost nobody asks.

Levaltech builds websites for local businesses that want to be found and chosen: on Google, Google Maps, ChatGPT, Gemini, and other AI models, in English and in Spanish.

## What you get when you work with Levaltech

- ✓ **Custom-built for your business.** Never a template, and no two of our sites alike.
- ✓ **A Keyword & Query Report before anything is designed,** so every page answers what your customers actually search for.
- ✓ **Built to rank on Google and to be recommended by AI search** from the first day.
- ✓ **Complete English and Spanish versions,** each written for its own audience.
- ✓ **Fast on every phone and ADA compliant** from launch.
- ✓ **Calls, forms and visitors tracked,** and reported to you every month.
- ✓ **Monthly care handled for you:** hosting, monitoring, security and content edits.
- ✓ **No contract. Cancel anytime.** Your domain, analytics, Google profile and social accounts stay yours.

**Read the questions. Then ask them of anyone you are considering, and ask us first.**

**Book Your Free 20-Minute Consultation →** or call **1-866-650-7260**

QUESTION 01

# Will my site be built for my business, or from a template?

01

### WHY IT MATTERS TO YOUR BUSINESS

A template was designed for thousands of businesses before yours. Your services, your city and your customers get squeezed into someone else's layout, and the result looks like the competitor down the street, to your customers and to Google.

### A GOOD ANSWER SOUNDS LIKE

**“We build your site around your services, your market and your customers. No two of our sites share a layout.”**

### WALK AWAY IF YOU HEAR

**“We'll pick a theme you like and drop your content in.”**

### LEVALTECH'S ANSWER

Every Levaltech website is custom-built for one business: its services, its city, its customers. No templates, and no two sites alike. You get a website that looks like your business and no one else's.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 02

# Will customers find me on Google, Google Maps, ChatGPT, Gemini and other AI models?

## WHY IT MATTERS TO YOUR BUSINESS

Your customers no longer search in one place. Some type into Google, some open Google Maps, and more of them now ask ChatGPT or Gemini who to call. A website that shows up in only one of those places is invisible in the others.

### A GOOD ANSWER SOUNDS LIKE

**“We plan for every place your customers look — Google, Google Maps, ChatGPT, Gemini, and other AI models — from the first page, not after launch.”**

### WALK AWAY IF YOU HEAR

**“Let's launch first and worry about search later.”**

### LEVALTECH'S ANSWER

Every site we deliver is built to rank on Google and to be recommended by AI search from day one, and the monthly plan keeps it that way. Your visibility on Google and in AI search is reported to you every month, so you always know where you stand.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 03

# Do you find out what my customers search for before you design anything?

## WHY IT MATTERS TO YOUR BUSINESS

Customers search in their own words, "roof leak repair near me" and not your company slogan. A site written around how you describe your business, instead of how your customers look for it, stays hidden no matter how good it looks.

### A GOOD ANSWER SOUNDS LIKE

**“Before we design anything, we find out exactly what your customers type and ask, and every page is built around it.”**

### WALK AWAY IF YOU HEAR

**“Send us your brochure and we'll put it online.”**

### LEVALTECH'S ANSWER

Every project starts with a Keyword & Query Report for your industry and your market, delivered to you before design begins. Every page on your site is planned from it, so each one has a job: to be found by the customers searching for that service.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 04

# Will it load fast and work on every phone?

## WHY IT MATTERS TO YOUR BUSINESS

Most of your customers will meet your business on a phone, often in a hurry. If the page is slow, or the button is too small to tap, they go back and call the next result.

### A GOOD ANSWER SOUNDS LIKE

**“Your site is designed for the phone first and loads fast on every screen.”**

### WALK AWAY IF YOU HEAR

**“It looks great on my computer.”**

### LEVALTECH'S ANSWER

Every Levaltech site is fast on every phone, with tap-to-call, easy forms and nothing that makes a customer pinch or zoom. Your first impression happens in seconds, and we make sure it is a good one.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 05

# Can my Spanish-speaking customers use it in their own language?

### WHY IT MATTERS TO YOUR BUSINESS

In many local markets, a large part of your customers would rather read, and buy, in Spanish. A site that speaks only English sends them to the competitor who speaks theirs.

**A GOOD ANSWER SOUNDS LIKE**

**“You get complete English and Spanish versions, each written for its own audience.”**

**WALK AWAY IF YOU HEAR**

**“We'll add a translate button.”**

**LEVALTECH'S ANSWER**

Full bilingual design is standard at Levaltech, not an upgrade. Your Spanish pages are written in natural Spanish, never machine-translated, and each language is built to be found by the customers who search in it.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 06

# Is it ADA compliant for customers with disabilities?

WHY IT MATTERS TO YOUR BUSINESS

Customers with disabilities need to read your site, fill out your forms and reach you. A site they cannot use turns those customers away, and it leaves your business open to accessibility complaints.

A GOOD ANSWER SOUNDS LIKE

**“Accessibility is built in from day one, and your site is delivered ADA compliant.”**

WALK AWAY IF YOU HEAR

**“We can add an accessibility tool after launch.”**

LEVALTECH'S ANSWER

Every site we deliver is built to accessibility standards and is ADA compliant from the first page: readable, usable and easy to contact for every customer who finds you.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 07

# How will I know it is bringing in calls and leads?

07

### WHY IT MATTERS TO YOUR BUSINESS

A website is an investment. If you cannot see who called, who filled out a form and who visited, you cannot tell whether it is paying for itself.

#### A GOOD ANSWER SOUNDS LIKE

**“You'll get a monthly report showing the calls, forms and visitors your site brings in.”**

#### WALK AWAY IF YOU HEAR

**“You'll know it's working when business picks up.”**

#### LEVALTECH'S ANSWER

Call, form and visitor tracking comes with every site, and the results are reported to you every month in plain language: what came in, where it came from, and what comes next.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 08

# Who keeps it current after launch?

08

### WHY IT MATTERS TO YOUR BUSINESS

Your hours change. You add a service. A new photo would sell better. A site nobody updates slowly goes stale, and a stale site loses the trust of customers and search alike.

### A GOOD ANSWER SOUNDS LIKE

**“Hosting, updates and care are included every month, and you have one team to call.”**

### WALK AWAY IF YOU HEAR

**“Once it's live, it's yours to maintain.”**

### LEVALTECH'S ANSWER

Every site comes with a monthly care plan: hosting, monitoring, security and content edits, handled by us. You send the change, and we make it.

**Want these answers for your business?**

Book a Free Consultation →

QUESTION 09

# What happens to my Google Business Profile and my reviews?

## WHY IT MATTERS TO YOUR BUSINESS

When someone searches nearby for a business like yours, your Google Business Profile and your reviews are often the first thing they see, before they ever reach your website.

### A GOOD ANSWER SOUNDS LIKE

**“Your website and your Google profile work together, and there's a plan to keep new reviews coming in.”**

### WALK AWAY IF YOU HEAR

**“Your Google profile isn't part of what we do.”**

### LEVALTECH'S ANSWER

With Eve AI, Levaltech's marketing assistant, your Google Business Profile is managed every day: posts and photos published for you, review requests sent to your customers by text, replies to your reviews, and your business listings kept current on the directories customers check.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 10

# Where do my leads go, and can I act on them fast?

10

### WHY IT MATTERS TO YOUR BUSINESS

A lead that waits is a lead that calls someone else. If form messages land in an inbox nobody watches, the website did its job and the sale is still lost.

### A GOOD ANSWER SOUNDS LIKE

**“Every call and form reaches you right away, and leads land where your team already works.”**

### WALK AWAY IF YOU HEAR

**“The form goes to an email address. You'll figure it out.”**

### LEVALTECH'S ANSWER

Every lead reaches you the moment it arrives. Where your CRM allows it, leads go straight into the tools your team already uses, such as Zoho, HubSpot or Follow Up Boss. And every page carries a tap-to-call number, so a ready customer is one touch away from you.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 11

# Am I locked into a long contract?

11

### WHY IT MATTERS TO YOUR BUSINESS

A long contract protects the agency, not you. If the work stops earning its keep, you should be free to leave.

### A GOOD ANSWER SOUNDS LIKE

**“No long-term contract. If we're not earning your business, you can go.”**

### WALK AWAY IF YOU HEAR

**“It's a two-year agreement with an early-termination fee.”**

### LEVALTECH'S ANSWER

No contract. Cancel anytime with 30 days' notice. Your domain, analytics, Google profile and social accounts stay yours. We keep our clients by delivering, never by locking them in.

**Want these answers for your business?** Book a Free Consultation →

QUESTION 12

# What exactly will I get, and by when?

12

### WHY IT MATTERS TO YOUR BUSINESS

Vague proposals lead to surprise invoices and missed launch dates. You should know every deliverable, every cost and every date before you sign.

#### A GOOD ANSWER SOUNDS LIKE

**“Here is the written scope, the timeline, the review rounds and every cost, before you commit.”**

#### WALK AWAY IF YOU HEAR

**“We'll work out the details as we go.”**

#### LEVALTECH'S ANSWER

You receive a written quote that lists every cost before you commit, a timeline from first call to launch, and review rounds so you approve your site before it goes live. No surprises.

**Want these answers for your business?** Book a Free Consultation →



# You Know the Questions. Now Hear Our Answers in Person.

Book a free 20-minute consultation. Bring your current website, or your idea for one, and your questions. You will leave knowing what your customers are searching for and what a Levaltech website would do for your business. No pressure, no contract, in English or in Spanish.

**Book Your Free Consultation →**

Prefer to talk now? Call **1-866-650-7260** · info@levaltech.com · levaltech.com

---

Levaltech is a bilingual web design and AI search agency. We build custom websites for insurance agencies, travel agencies, real estate agents, law firms, med spas, dental practices, contractors, property managers and every local service business, built to be found on Google, Google Maps, ChatGPT, Gemini, and other AI models.