

WHAT TO LOOK FOR IN A WEB APPLICATION DEVELOPMENT AGENCY

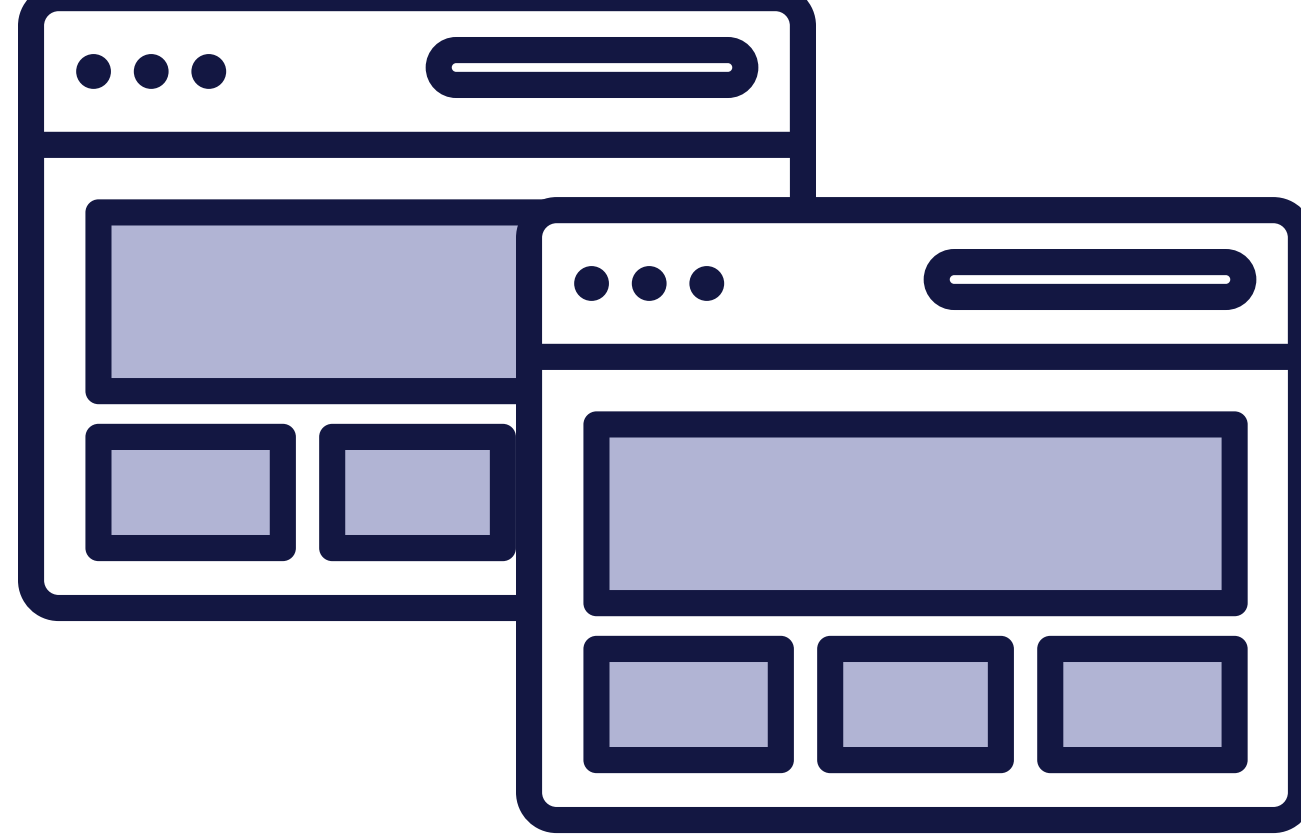
Regardless of the industry you work in, web applications are likely to play an essential part in running your business.



From online databases, to project management tools, web applications are involved in almost every aspect of a business.

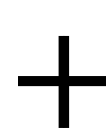
If your business would benefit from a customized and scalable web application designed specifically to meet your company needs, it's important to understand what to look for in an agency.

1



Experience

Don't take the agency's word for it that they are experienced in web application development.



You'll want to ask for specific [samples of web application projects they've worked on](#), and the specific results they've achieved.

Request case studies, testimonials, referrals, and more, to ensure you can make an educated decision about the agency's qualifications before signing any contracts.

2

Additional Services Offered

Do you see the potential to need more than just web application development for your business?



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Do you (or will you) also need digital marketing services, consulting, and/or mobile optimized website design? If so, you may want to look for an agency that provides all of these services.

This way, you don't have to search for another company and start a new business relationship when you're ready to take the next steps.

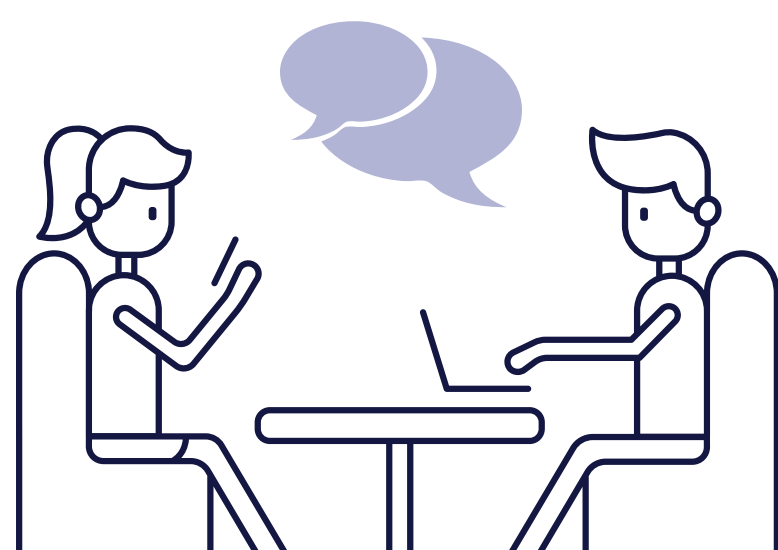
3

Ability to Customize Solutions

Web applications tend to function best when they are designed specifically to meet the unique needs of a business. They are often built to solve a problem, or to make a specific process easier, faster, and/or more efficient.



4



Good Communication Skills

First impressions really are the most important – and most telling.



You can tell from the beginning of a business relationship how responsive a company will be throughout a project.

If your initial consultation is rescheduled three times, last minute, and they're late to the actual meeting, you can get a sense of how the project will be until it's completed.

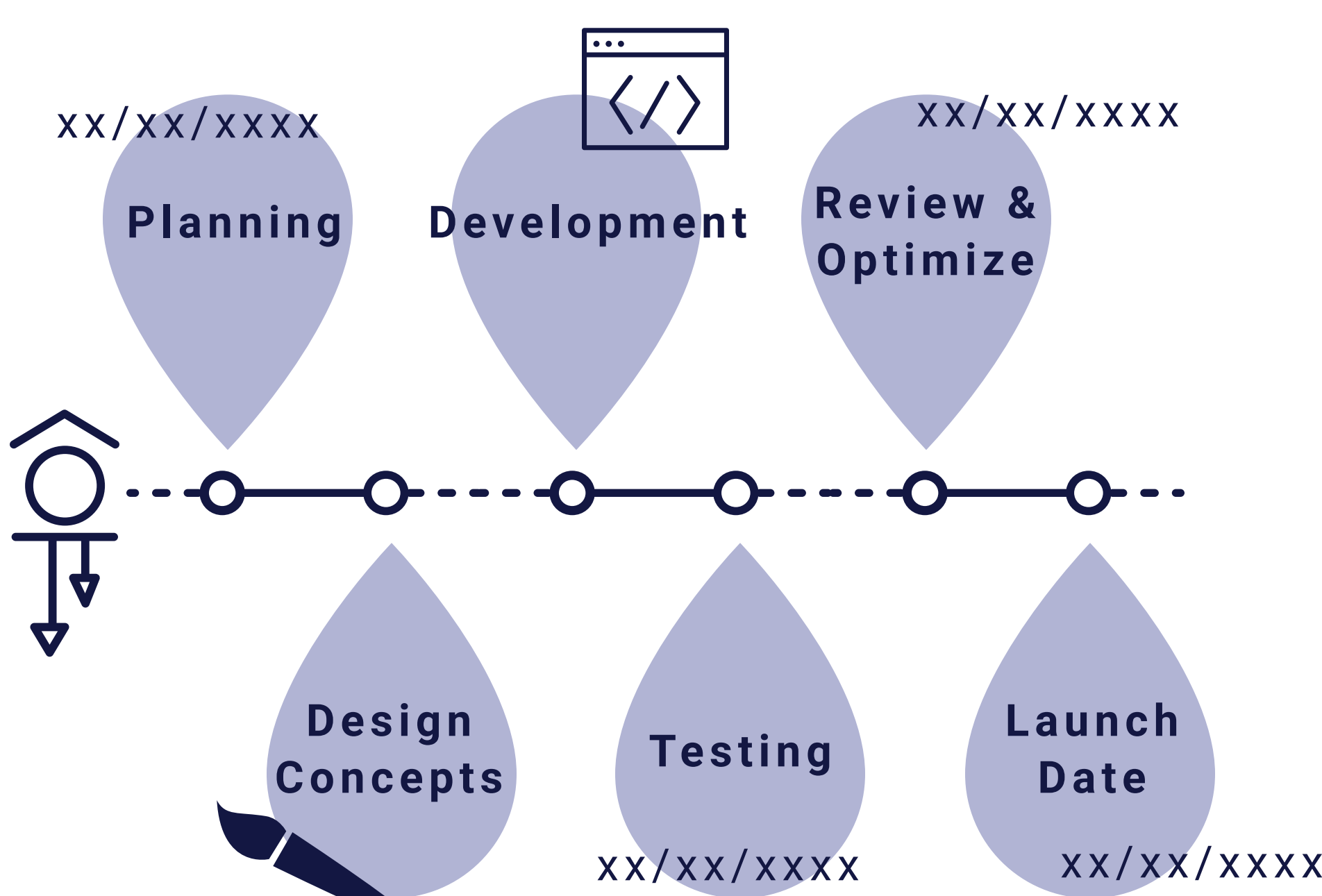
If you're investing a significant amount of money in a web application, you should have high expectations, and the right agency will deliver.

5

A Well Defined Timeline

The web development agency should establish a firm deadline, with several milestones throughout the project.

This way everyone will know ahead of time if the project is falling behind, and what needs to be done to keep things moving forward.



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