

Compare website quotes

Ask each provider the same questions. Record what is included, what costs extra and what still needs an answer. Fill this PDF or print it.

	Provider A	Provider B
Questions to ask		
01 Scope Which pages and customer tasks are included?		
02 Content Who writes the copy and supplies licensed images?		
03 Ownership Who owns the domain, content, design and code? What license restrictions apply?		
04 Changing providers What access and export options will I have if I leave?		
05 Integrations Which forms, bookings, payments or other integrations are included?		
06 Replacing a site Who maps old URLs and checks redirects?		
07 Quality checks How are mobile layouts, accessibility and customer tasks checked?		

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Questions to ask		
08 Lead tracking Which analytics events record a completed inquiry or booking?		
09 Schedule What must I provide, and what can change the schedule?		
10 Revisions How many rounds are included? How are scope changes priced?		
11 Ongoing costs List hosting, software, support and maintenance charges separately.		
12 After launch Who fixes problems, on what terms, and what is excluded?		
13 Optional services Are blogging and chatbot services optional? What do they actually do?		

Before you choose

A lower price may cover less work. A higher price needs an explanation too. Ask for missing answers and exclusions in writing.

Your next question for the providers