

Compare the contract behind the website price.

Use the same 45 written checks across three proposals. Compare ownership, hosting, maintenance, content, SEO, cancellation, and change orders - then preserve the clause that supports every answer.

Check a box only when the proposal or attached agreement answers the question. A salesperson's verbal promise is a follow-up item, not evidence.

WRITE THE EVIDENCE / SEND EVERY FINALIST THE SAME QUESTIONS / CHOOSE THE CLEAREST RESPONSIBILITY MAP

Project _____ Date _____ Decision owner _____
Vendor A _____ Vendor B _____ Vendor C _____

Cost summary

Capture cash due to start, the first operating year, renewal, and exit. A monthly equivalent can conceal a multi-year checkout.

Cost field	Vendor A	Vendor B	Vendor C	Evidence / clause
Setup or build fee	_____	_____	_____	_____
Deposit due to start	_____	_____	_____	_____
Minimum contract cash	_____	_____	_____	_____
First 12 months total	_____	_____	_____	_____
Second-year total	_____	_____	_____	_____
Three-year total	_____	_____	_____	_____
Estimated exit / transfer cost	_____	_____	_____	_____
Hourly or change-order rate	_____	_____	_____	_____

1. Ownership and account control

Identify who owns, controls, and can transfer each asset. Do not treat editor access as ownership.

Requirement	A	B	C	Written evidence / notes
1. Domain registrant is identified. The legal registrant and registrar account owner are named.	☐	☐	☐	
2. Business content ownership is explicit. Copy, supplied photos, logos, and approved business data remain yours.	☐	☐	☐	
3. Website files or code are addressed. Ownership, license, export format, and transfer timing are stated.	☐	☐	☐	
4. Design-source files are addressed. Figma, Canva, Adobe, component libraries, and editable artwork are included or excluded.	☐	☐	☐	
5. CMS and platform account control is stated. Administrator access, billing owner, and seat transfer are defined.	☐	☐	☐	
6. Analytics and marketing accounts stay portable. GA4, Search Console, tag manager, ads, pixels, and business profiles use client-controlled access.	☐	☐	☐	
7. Licensed assets are itemized. Fonts, themes, plugins, stock media, and their post-cancellation licenses are named.	☐	☐	☐	
8. Customer data and exports are covered. Forms, orders, accounts, bookings, and databases have an export and deletion rule.	☐	☐	☐	

2. Hosting, security, and reliability

Map each operating responsibility and every recurring or overage cost.

Requirement	A	B	C	Written evidence / notes
9. Hosting provider and environment are named. Managed platform, shared hosting, cloud service, region, and account owner are clear.	☐	☐	☐	
10. SSL, CDN, and DNS responsibility is assigned. The party monitoring certificates and domain records is stated.	☐	☐	☐	
11. Backup frequency and retention are written. Frequency, storage separation, retention window, and restore testing are addressed.	☐	☐	☐	
12. Security updates and monitoring are assigned. Core, plugin, dependency, malware, uptime, and incident responsibility is explicit.	☐	☐	☐	
13. Availability or support targets are stated. Uptime promise, response window, priority levels, and exclusions are defined.	☐	☐	☐	
14. Hosting renewal and overage costs are visible. Traffic, storage, bandwidth, seats, environments, and renewal increases are disclosed.	☐	☐	☐	

3. Maintenance and support

Turn words such as maintenance and unlimited into tasks, limits, channels, and response targets.

Requirement	A	B	C	Written evidence / notes
15. Technical maintenance is itemized. Updates, compatibility checks, backups, monitoring, and bug fixes are not bundled into one vague word.	☐	☐	☐	
16. Content-change allowance is defined. Hours, tasks, request count, active queue, and rollover rules are stated.	☐	☐	☐	
17. Unlimited has a written boundary. Eligible work, request concurrency, response target, and project exclusions are clear.	☐	☐	☐	
18. Support channel and hours are named. Email, portal, phone, emergency access, timezone, and after-hours rules are listed.	☐	☐	☐	
19. Response and completion targets are separate. An acknowledgment is not represented as finished work.	☐	☐	☐	
20. Post-launch defect period is defined. Duration, covered defects, exclusions, and reporting method are stated.	☐	☐	☐	

4. Content, design, and accessibility

Compare the exact production work, revision process, and acceptance standard.

Requirement	A	B	C	Written evidence / notes
21. Exact page or template count is stated. Unique pages, reusable templates, products, posts, and location pages are distinguished.	☐	☐	☐	
22. Copy responsibility and revisions are stated. Research, interviews, writing, editing, approvals, word limits, and revision rounds are assigned.	☐	☐	☐	
23. Photography and media scope is stated. Client supply, stock licensing, shooting, editing, compression, captions, and alt text are covered.	☐	☐	☐	
24. Custom design versus template use is clear. What is original, licensed, reused, or constrained by the platform is explained.	☐	☐	☐	
25. Responsive review devices are named. Mobile, tablet, desktop, and supported browsers are part of acceptance.	☐	☐	☐	
26. Accessibility target and testing are stated. Target standard, automated checks, keyboard review, forms, contrast, and known limits are described.	☐	☐	☐	

5. SEO, analytics, and measurement

Require named deliverables, client-controlled accounts, and claims that can be tested.

Requirement	A	B	C	Written evidence / notes
27. SEO deliverables are named. Research, titles, descriptions, headings, internal links, schema, local work, and content are separated.	☐	☐	☐	
28. Redirect and migration scope is written. Old URLs, redirect map, metadata, files, forms, and post-launch errors are assigned.	☐	☐	☐	
29. Indexing controls are part of launch. Robots, canonicals, sitemap, noindex pages, and Search Console submission are covered.	☐	☐	☐	
30. Local business facts have an owner. Locations, hours, phone, service area, map profiles, and structured data stay synchronized.	☐	☐	☐	
31. Analytics setup and events are listed. GA4, Search Console, consent, calls, forms, bookings, purchases, and test evidence are named.	☐	☐	☐	
32. Claims avoid guaranteed rankings. Success is measured with defined baselines and reports, not a promised position or AI mention.	☐	☐	☐	

6. Cancellation, renewal, and exit

Sequence billing, hosting, exports, domain work, transfer help, and deletion before the contract starts.

Requirement	A	B	C	Written evidence / notes
33. Minimum term and renewal are explicit. Billing cycle, auto-renewal, renewal rate, notice window, and early termination are written.	☐	☐	☐	
34. Cancellation notice method is stated. Where, when, and by whom notice must be submitted is clear.	☐	☐	☐	
35. The live-site end date is stated. Hosting does not disappear before transfer and DNS work are complete.	☐	☐	☐	
36. Export package and format are listed. Content, media, files or code, database, redirects, analytics, and credentials are itemized.	☐	☐	☐	
37. Transfer assistance and fees are stated. Hours, rate, destination limits, domain unlock, and migration support are clear.	☐	☐	☐	
38. Deletion and retention timeline is stated. Backups, customer data, account access, and final deletion follow a written schedule.	☐	☐	☐	

7. Payments, approvals, and change orders

Require approval before new work changes the price or the launch date.

Requirement	A	B	C	Written evidence / notes
39. Payment milestones match deliverables. Deposit, design approval, development, launch, and recurring billing triggers are stated.	☐	☐	☐	
40. Revision rounds and approval timing are defined. Who approves, response deadlines, consolidated feedback, and deemed approval are clear.	☐	☐	☐	
41. Out-of-scope work has a written trigger. The provider cannot silently convert an assumption into billable work.	☐	☐	☐	
42. Change orders require price and schedule approval. Scope, added fee, added time, and approver signature precede the work.	☐	☐	☐	
43. Third-party and pass-through costs are listed. Apps, themes, plugins, stock media, email, APIs, transactions, and taxes are visible.	☐	☐	☐	
44. Launch acceptance is objective. Page count, forms, redirects, analytics, accessibility checks, and production review are testable.	☐	☐	☐	
45. Delay responsibility is allocated. Client content delays, vendor delays, pause fees, rescheduling, and revised launch dates are covered.	☐	☐	☐	

Red flags to clarify before signing

A red flag is a prompt for a written answer. It is not proof that a provider is unsuitable.

You own it No list of domain, content, files, code, CMS, design assets, accounts, licenses, or database export.	[] Clarified	Clause: _____
Unlimited updates No eligible-task list, active-request limit, response target, or change-order boundary.	[] Clarified	Clause: _____
SEO included No named research, page, local, technical, link, content, reporting, or measurement deliverables.	[] Clarified	Clause: _____
Guaranteed rankings No provider controls a search result or AI answer. Require work and measurement, not a promised position.	[] Clarified	Clause: _____
Low monthly price No minimum checkout, renewal rate, required term, add-on cost, or cancellation fee.	[] Clarified	Clause: _____
Cancel anytime No notice method, transfer window, export package, live-site end date, or deletion schedule.	[] Clarified	Clause: _____

Seven questions to send every finalist

1	What exact cash amount is due before launch, during the first 12 months, at renewal, and to exit?	Response / clause: _____
2	Which pages, templates, content, integrations, revisions, tests, and post-launch tasks are included?	Response / clause: _____
3	Who owns and controls the domain, content, website files or code, CMS, design assets, analytics, licenses, and customer data?	Response / clause: _____
4	What export and transfer package will you provide, in what format, within how many days, and at what fee?	Response / clause: _____
5	What does maintenance include, what is the response versus completion target, and what becomes a change order?	Response / clause: _____
6	Which SEO tasks will you complete before launch and each month, and which metrics or accounts can we inspect?	Response / clause: _____
7	What event changes the price or schedule, and who must approve a change order before work begins?	Response / clause: _____

This worksheet supports commercial comparison; it is not legal advice. Ask a qualified attorney to review material ownership, data, liability, privacy, accessibility, regulated-industry, or termination terms. Created and reviewed by Maureese Williams, Teqri Co-Founder, Engineering and Research. September 1, 2026.