



Web Build Comparison Checklist

Print & Note. We have collated all of the elements outside of the physical design and build.

Add a tick, cross or '?' to each element. This will help you to understand any disparity in costs and reconcile feedback/questions.

	ELEMENT	WHY?	QUOTE 1	QUOTE 2	QUOTE 3	NOTES
	Cost					
PLANNING & COLLAB	Discovery meeting	Pick up any other elements outside of the brief to make sure we're on the same page.				
	User Experience review	Any existing analytics, popular pages, engaging content & conversions.				
	Wireframing	Work out what needs to go on each page.				
CONTENT CREATION	Website copy					
	Images & Graphics					
CONTENT UPLOAD	Product upload	Yes or No - How many?				This is primarily for refreshes or rebuilds where there is a huge amount of aged content on the site.
	Blog upload	Yes or No - How many?				
	Case Study upload	Yes or No - How many?				
ESSENTIAL FUNCTION	GDPR Compliant sign up	Essential compliance to allow for email sign ups.				
	Cookies Permissions	Legal requirement.				
SEO	Keyword Analysis	Choose most search & relevant phrases that your audience is searching.				
	Sitemap	Plot keywords & get sign off. Each page is optimised to a different keyword for max visibility.				
	Copy optimisation	Supplied copy is reworked by professional SEO copy-writers to meet Google best practices.				
	Image optimisation	Sizing, file names & ALT tags are set. Images do not contribute to Google ranking unless optimised.				
	Meta descriptions	When a page shows in a search result. This text is what your users will see above the link.				

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SEO	Internal linking	One of the most powerful onsite SEO applications. Encourages users to move around the site.				
	Redirects	When refreshing or optimising a URL, redirects tell Google which page to visit and avoid 404 errors.				
MEASUREMENT & ANALYTICS	Google Analytics	Understanding user behaviour on site. Informs future changes and measure campaign success.				
	Goals set up	Measure goals (sale/email sign up/appointment booking on your site & track the acquisition.				
	Search Console	You can monitor how you are being found. What are users typing into Google to find you?				
	Google Tag Manager	A more granular measure of activity on your site if you want to measure specific button clicks etc.				
AFTERCARE	Training	Yes or No?				
	Hosting	Yes or No?				
	Website Warranty	Yes or No?				
OTHER QUESTIONS	Can I make changes?	Yes or No?				
	Rate for ongoing work					
	Payments or Licenses?	Make sure you understand any ongoing costs or recurring costs outside of the site build quotation.				