Web design proposal checklist

SEOs Hut
AI-FIRST LOCAL SEO AGENCY

Tick only what the proposal says in writing. Anything unticked: ask for it in writing before you sign. Use one sheet per company.

Company: Quote total: Yearly costs after launch:

Scope and price

- [ ] **1. Every page is listed by name (or a page count)**
  Ask: Could you list every page the site will include?
- [ ] **2. It says who writes the words and who supplies the photos**
  Ask: Who writes the text and who supplies the photos, and are any stock photos licensed in our name?
- [ ] **3. The number of revision rounds, and the price of extra changes**
  Ask: How many rounds of changes are included, and what does an extra change cost?
- [ ] **4. A timeline with milestones and a launch date**
  Ask: Could you add a timeline with milestones, a launch date and what happens if either side is late?
- [ ] **5. A payment schedule tied to stages**
  Ask: Could the payments be staged against milestones rather than paid upfront?

Ownership

- [ ] **6. The domain is registered in your business's name**
  Ask: Will the domain be registered in our business's name, with us as the registrant?
- [ ] **7. Hosting is in your name, or the hosting terms and yearly price are written down**
  Ask: Will the hosting account be in our name? If you host it, what is the yearly price and how do we move it if we leave?
- [ ] **8. A written transfer of the design, code and content to you on final payment**
  Ask: Will the contract transfer the copyright in the design, code and content to us in writing on final payment, with a list of licensed themes, plugins and fonts?
- [ ] **9. You get owner-level admin logins on launch day**
  Ask: Will we receive owner-level admin logins for the website on launch day?
- [ ] **10. You can take the site elsewhere if you leave**
  Ask: If we part ways, can we take a full copy of the site and its files to another host?

Quality

- [ ] **11. A mobile speed target: passes Core Web Vitals**
  Ask: Will the site pass Core Web Vitals on mobile (LCP within 2.5 s, INP 200 ms or less, CLS 0.1 or less) at launch?
- [ ] **12. An accessibility target: WCAG 2.2 level AA**
  Ask: Which accessibility standard do you build to? We would like WCAG 2.2 level AA.
- [ ] **13. SEO basics: page titles, redirects from old pages, sitemap, Search Console**
  Ask: Will you set page titles and descriptions, redirect every old page address to its new page, submit a sitemap and connect Google Search Console?
- [ ] **14. Local essentials: tap-to-call phone, Google Business Profile link, LocalBusiness schema**
  Ask: Will every page have a tap-to-call phone number, and will you add LocalBusiness schema and match the site to our Google Business Profile?
- [ ] **15. Analytics set up in an account you own**
  Ask: Will Google Analytics and conversion tracking be set up in an account we own, with you added as a user?

After launch

- [ ] **16. Yearly running costs are listed (domain, hosting, licences)**
  Ask: What will we pay every year after launch, line by line: domain, hosting, licences and maintenance?
- [ ] **17. Who does updates, backups and security, and the price**
  Ask: Who handles updates, backups and security after launch, and what does that cost per month?
- [ ] **18. Training so you can edit, plus a bug-fix period**
  Ask: Will you show us how to edit text and photos ourselves, and how long do you fix bugs for free after launch?

Score: ___ of 18. 16 to 18: strong, check the contract matches. 11 to 15: get the gaps in writing. 10 or fewer: too vague to sign.
Also run Test 1 (their own site on your phone and in PageSpeed Insights, Mobile) and Test 2 (two live sites they built, call one owner).