

ALKALI

Agency Comparison Sheet

One page for comparing up to three web design agencies on the things that predict a good outcome, rather than on whose deck was prettiest. Fill it in during or straight after each conversation, while the answers are fresh.

How to use it: ask every agency the same questions, in the same words. The rows are ordered so the strongest signals come first. If a cell stays empty because you could not get a straight answer, that is itself an answer.

WHAT TO COMPARE	AGENCY A	AGENCY B	AGENCY C
Did they name a specific problem with your current site, with evidence? Or did they pitch?			
Who writes the content: they interview your team and write, or you fill in a spreadsheet?			
What do you own at the end: code, content, domain, analytics, hosting account?			
A comparable project in a business shaped like yours, and what changed after launch?			
Who is your day-to-day contact, and how many clients do they carry?			
Their plan for preserving your search rankings through the move (redirects, URL map)?			
How a small change gets made after launch, and how long it takes?			
Quoted price, and what is explicitly not included (content, redirects, support)?			
What they would cut if the budget were 30% lower?			
Reference you can actually call?			

Reading it: a column with confident, specific answers in the top four rows is a serious contender at any price. A column that is strongest on price and weakest on the top four is how projects end up cheap and repeated.

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