

THE WEB DESIGN QUOTE SCORECARD

Ten questions to put to any web design quote before you sign it. Score each one 0, 1 or 2. Ten minutes with a pen tells you whether you are buying a system that brings in work, or a brochure that sits there.

A4 · PRINT IT · ONE SHEET PER QUOTE · 2026

HOW TO SCORE

- 2** Answered clearly, in writing, in the quote or contract.
- 1** Answered verbally, vaguely, or only when you asked.
- 0** Not answered, or the wrong answer.

Score the quote as it was sent to you. If you have to ring and ask, that is a 1 at best.

WHY THIS MATTERS IN MONEY

A website is a commodity if you judge it on price. Judged on the enquiries it produces, two quotes for the same money can be worth very different amounts to you. The sum on page 3 puts your own number on it.

THE TEN QUESTIONS

1

WHO OWNS THE DOMAIN AND THE HOSTING?

- 2** The domain is registered in your name, in your account, on your card. The hosting account is yours. It says so in the contract.
- 0** The agency registers the domain "to make it easier", or the site lives on their own platform.

0☐**1**☐**2**☐**2**

WHAT HAPPENS WHEN THE PHONE RINGS?

- 2** The quote says which number goes on the site, who answers it, how fast, and what happens after hours and on a Saturday. Calls from the site are counted.
- 0** The quote does not mention the phone at all.

0☐**1**☐**2**☐

3	IS THERE A PAGE FOR EACH TOWN YOU SERVE?	0	☐
	2 One real page per town, with that town's jobs, photos and reviews. People search by town: "plumber woking" gets 508 searches a month and "plumber kingston" 448 (UK, 2026 run-rate). A page cannot rank for a town it does not name.	1	☐
	0 One "areas we cover" list of town names on a single page.	2	☐
4	WILL YOU HAVE SEARCH CONSOLE ACCESS?	0	☐
	2 Google Search Console, the free Google report showing what people searched to find you, is set up on your own Google account with you as the owner before launch.	1	☐
	0 "We will send you a report." You never see the raw data.	2	☐
5	WHAT IS MEASURED EVERY MONTH?	0	☐
	2 Calls, form fills and WhatsApp taps, by page and by source, in a report you can read in two minutes. Enquiries, not visitors.	1	☐
	0 Visits, "engagement", or nothing.	2	☐
6	WHAT DOES A CHANGE COST AFTER LAUNCH?	0	☐
	2 A written rate or a monthly allowance for small changes, with a turnaround time (for example, a price change on a service page within two working days).	1	☐
	0 "Just ask." Then every tweak becomes an invoice and a wait.	2	☐
7	HAVE YOU SEEN THE FIRST SCREEN ON A PHONE?	0	☐
	2 They showed you the first phone screen: what it is, who it is for, the phone number and one action, all visible without scrolling.	1	☐
	0 Desktop mock-ups only. Most of your customers will never see the desktop version.	2	☐
8	WHAT PROOF DID THEY SHOW?	0	☐
	2 Named clients with real numbers: enquiries, calls, sales in a stated period, and a name you could ring. Example of the standard: a pet shop site whose first month brought 1,500 visits, 39 enquiries, around 20 sales and 8 reservations, with 75% of visits from Google.	1	☐
	0 A portfolio of pretty screenshots and no numbers.	2	☐
9	WHO DO YOU SPEAK TO AFTER LAUNCH?	0	☐
	2 A named person, a direct number or email, and a response time in writing.	1	☐
	0 "Raise a support ticket."	2	☐

10

WHAT DO YOU OWN WHEN YOU LEAVE?

2 Domain, hosting account, site files, every page of content, the images, the analytics and the review link: all yours, and you can take them to another supplier in a week.

0 The site is built on the agency's own platform and cannot be moved. Leaving means starting again.

0

☐

1

☐

2

☐

TOTAL OUT OF 20

WHAT YOUR SCORE MEANS

17 to 20

A LEAD SYSTEM QUOTE. This supplier has thought about the phone, the towns, the measurement and your ownership. Judge it on the value sum below, not on who is cheapest. If it scores here, you do not need a second opinion.

11 to 16

FIXABLE. SEND IT BACK. Mark every 0 and ask for a written answer to each. A good supplier will fix the quote in a day. One who argues about why question 1 or 10 does not matter has told you what you needed to know.

0 to 10

A BROCHURE QUOTE. The only thing it can compete on is price, so that is what you will be paying for. Do not sign. Any supplier, including us, should be able to get to 17 on paper before a penny changes hands.

WHAT THE SITE IS WORTH TO YOU

Judge every quote against this number, not against the other quotes. The sum is simple: the searches a month for your trade in your town, times the share of searchers who end up enquiring with you, times what a job is worth.

WORKED EXAMPLE (EXAMPLE FIGURES, NOT A FORECAST)

INPUT	EXAMPLE	WHERE IT COMES FROM
Searches a month	508	"plumber woking", UK, 2026 run-rate. Replace with your trade and town.
Enquiry rate	3%	Example only. The share of searchers who ring or message you. Yours could be lower or higher.
Job value	£120	Inside the verified plumber call-out range of £80 to £150. A call-out is the first visit, not the whole job.

$508 \times 3\% \approx 15$ enquiries $\times$ £120 = £1,800 each month, about £21,600 a year

If a quote costs more than a year of that, it has to prove it can move the enquiry rate. If it costs a lot less, ask what it leaves out (usually questions 2, 3 and 5).

NOW YOURS

SEARCHES A MONTH	$\times$	ENQUIRY RATE	$\times$	JOB VALUE £	$=$	£ EACH MONTH
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£ EACH MONTH	$\times$	MONTHS 12	$=$	£ A YEAR THE SITE IS PLAYING FOR
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Where to get the searches figure: Google Keyword Planner (free with a Google Ads account) or ask any supplier quoting you to show you the number. If they cannot, that is a 0 on question 5.

WANT ME TO SCORE YOUR QUOTE WITH YOU?

Send me the quote and I will mark it against these ten questions and your own value sum on one call, with the gaps written down so you can send them back to the supplier.

badboylabs.com/websites

If the quote already scores 17 or more, you do not need me. Sign it.