

# Agree a shared brief.

Give every supplier the same starting point. Use this sheet before comparing the promises and costs in their proposals.

Business or project

Prepared on

What should a customer be able to do on the website?

Essential pages, features and connections

Which words and images are ready, and who prepares the rest?

Important dates, dependencies or busy periods

Which existing accounts or services must stay in place?

Cost comparison period (use the same period for every quote)

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# Compare up to three quotes.

Record what each proposal actually confirms. Write "not confirmed" where an answer is missing; do not treat an empty answer as included.

|                                                                         | Supplier 1 | Supplier 2 | Supplier 3 |
|-------------------------------------------------------------------------|------------|------------|------------|
|                                                                         |            |            |            |
| <b>Must-have scope</b><br>Pages, functions and integrations             |            |            |            |
| <b>Words and images</b><br>Writing, sourcing and adding content         |            |            |            |
| <b>Initial fees</b><br>Amount, VAT basis, payment stages                |            |            |            |
| <b>Recurring charges</b><br>Frequency, renewals and minimum term        |            |            |            |
| <b>Other subscriptions</b><br>Hosting, domains and connected tools      |            |            |            |
| <b>Changes and revisions</b><br>Included rounds and extra-work approval |            |            |            |
| <b>Timing and inputs</b><br>Milestones and what you must provide        |            |            |            |
| <b>Accounts and licences</b><br>Access, permissions and restrictions    |            |            |            |
| <b>Editing and training</b><br>What you can change and how              |            |            |            |
| <b>Support and exclusions</b><br>Responsibilities and work not included |            |            |            |
| <b>Handover and leaving</b><br>Files, access, notice and extra charges  |            |            |            |

Compare the same scope, tax basis and time period. Ask the supplier to resolve uncertainties before choosing. A lower initial price does not describe the whole arrangement.

## Decide what to clarify.

Turn the comparison into a short, specific list of questions. Keep the agreed scope and written answers with your project records.

Which must-haves or responsibilities remain unclear?

Questions to put to the suppliers

Preferred next step, and the reasons for it

## Before committing.

- ☐ Each proposal answers the same essential brief.
- ☐ Initial, recurring and third-party costs are understood.
- ☐ Account access, ownership and licences are clear.
- ☐ Change approval, exclusions and support are clear.
- ☐ Launch checks, handover and leaving arrangements are clear.

Next action

By when