



CHOOSE THE RIGHT PARTNER FOR YOUR WEBSITE PROJECT

Website vendor comparison tool

An evaluation resource from TBH Creative



Table of contents

Use this checklist to simplify the process of evaluating your top choices based on know-how, experience, services, and more.

Project goals	3
Portfolios	6
Content	7
Development	8
Additional support	10

Project goals

The vendor selection process starts with having a clear understanding of your needs and setting expectations. Be specific when thinking about your project's parameters and realistic figuring out how you plan to measure success.

Value, pricing, and deployment

	TBH Creative	Vendor #1	Vendor #2
Project cost estimate	\$	\$	\$
<i>Did they provide solutions during project estimating?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Does the proposal make it clear what you're getting?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Are all of your questions addressed?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is their project change process fair and agreeable?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Are post-launch maintenance processes and fees clear?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Hourly rate/support option	\$	\$	\$
Project timeline	months	months	months
<i>Does the timeline specify milestones and deliverables?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Will you get a schedule to track project deadlines?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Approach, strategy, and credentials

TBH Creative

Vendor #1

Vendor #2

Experience

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*How long has their company been
in business?*

years

years

years

Is their company located nearby?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Reputation

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Did they offer references?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Does their company have a proven
track record?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Do you have a positive gut feeling
about their company?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Were you okay with what you saw
when you Googled them?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Skills and expertise

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they understand your goals?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they ask the right questions?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they have good listening skills?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they understand your audience?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Is their team big enough to handle
your project?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

	TBH Creative	Vendor #1	Vendor #2
Project management plan	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Does their plan include research and strategy?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is their working style compatible with your team?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Have they had success on split-work assignments?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Have they provided a post-launch marketing plan?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they offer additional relevant services?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Content management	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is training provided how to use the chosen CMS?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is documentation provided for the CMS?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Are templates and size guidelines provided for images?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Portfolios

Check out potential vendor's portfolios to get a better idea of what you can expect when collaborating on your project.

Examples of work	TBH Creative	Vendor #1	Vendor #2
Relevancy	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Does their portfolio include examples from my industry?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Have they done projects similar in size/scale to my project?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Does their portfolio include projects with similar goals?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Quality	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do you really like their work?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they include results as part of their project write-ups ?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Have they included a client testimonial with each project?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Have they received awards for web design?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Are the interior pages of project examples just as nice as the home page or other key pages?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Does mobile design look good and work well throughout?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Content

Just because a website looks and functions great that doesn't mean it will deliver if customers can't find what they need. Explore each vendor's offerings to make sure they have the know-how necessary to help you get the results you're looking for.

Usability

TBH Creative

Vendor #1

Vendor #2

Navigation and site architecture

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they have experience organizing content around target audience needs to make critical information easier to find?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Writing and editing services

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they offer web copywriting?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they provide blog writing?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they write landing pages?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Navigation and site architecture

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they have experience diagnosing SEO challenges?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they provide technical SEO services, including SEO content writing? Can they boost SEO with schema markup?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they provide link building help?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Development

Even if you don't know how to code, you can still screen companies to find out who will be the best fit by focusing on your project's high-level technical needs.

Features and functionality

	TBH Creative	Vendor #1	Vendor #2
General technical expertise	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they have experience building websites that include things that my website will need to do?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they offer consultation services for tech decisionmaking?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they make websites that look good/perform on any device?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Can they customize CMS tools? If so, which ones?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they have experience developing custom applications?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they have integration expertise?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do they have SVG animation capabilities?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Can they work with your hosting provider, help you switch, or provide hosting?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

	TBH Creative	Vendor #1	Vendor #2
Project management plan	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Forms?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Blogs?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Resource libraries?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Event calendars and registration?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Search?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Membership areas?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Directories?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Personalization?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Photo galleries?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Microsites?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Redirect planning?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>E-commerce?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Additional support

You might find it's helpful to hire a web design agency with marketing experience that can offer a comprehensive solution. Here are some areas to evaluate.

Marketing	TBH Creative	Vendor #1	Vendor #2
Marketing certifications	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Inbound marketing?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>SEO?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Content creation?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Paid promotions?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Keyword strategizing and research?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Paid advertising set up and management?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Social media	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Set up, strategy, content creation, and social listening?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Social branding?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Ad management?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Landing pages	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Videos	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

	TBH Creative	Vendor #1	Vendor #2
Infographics	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email marketing	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Outbound set up, strategy, and content creation?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Inbound set up, strategy, and content creation?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Analytics

	TBH Creative	Vendor #1	Vendor #2
Reporting	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

tbh creative is a full-service agency specializing in **web design, marketing, branding, and advertising** solutions.

Are you connecting with right people, with the right message, at the right time, via the right channel? “Gut feelings” and generic work aren’t enough to drive results. Real success requires curiosity and a customized plan of action.

That’s why, since 2004, our team has started each new project by listening, asking questions, and doing our homework. We transform all of that research into insights then blend those findings with business objectives, fresh ideas, and the latest technologies to create results-driven solutions our clients and their customers love.

The competition is too fierce to settle for investments without payoffs. It’s time to expect more from your partner. How can TBH Creative help you get ahead?

Schedule
a Call

Think we’re a good fit?

Let’s talk.

(317) 572-8050

tbhcreative.com/start