

WORKSHEET

CHOOSE THE RIGHT PARTNER FOR YOUR WEBSITE PROJECT

Website vendor comparison tool

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

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 when figuring out how you plan to measure success.

VALUE, PRICING, AND DEPLOYMENT	TBH Creative	Vendor #1	Vendor #2
Project cost estimate	\$	\$	\$
Did they provide solutions during project estimating?			
Does the proposal make it clear what you’re getting?			
Are all of your questions addressed?			
Is their project change process fair and agreeable?			
Are post-launch maintenance task processes and fees clear?			
Hourly rate/support option	\$	\$	\$
Project timeline	months	months	months
Does the timeline include milestones and deliverables info?			
Will you get a schedule to keep track of project deadlines?			

APPROACH, CREDENTIALS, AND STRATEGY	TBH Creative	Vendor #1	Vendor #2
Experience			
How long has their company been in business?	years	years	years
Is their company located nearby?			
Reputation			
Did they offer client references?			
Does their company have a proven track record?			
Do you have a positive gut feeling about their company?			
Were you okay with what you saw when you Googled them?			
Skills and expertise			
Do they understand your goals?			
Do they ask the right questions?			
Do they have good listening skills?			
Do they understand your targeted audience?			
Is their team big enough to handle your project?			
Project management plan			
Does their plan include research and strategy?			
Is their working style compatible with your team?			
Have they had success on split-work assignments?			
Have they provided a post-launch marketing plan?			
Do they offer additional relevant services?			
Content management			
Is training provided on how to use the chosen CMS?			
Is documentation provided for the CMS?			
Are templates and size guidelines provided for images?			

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			
Does their portfolio include examples from my industry?			
Have they done projects similar in size/scale to my project?			
Does their portfolio include projects with similar goals?			
Quality			
Do you really like their work?			
Do they include results as part of their project write-ups ?			
Have they included a client testimonial with each project?			
Have they received awards for their design?			
Are the interior pages of project examples just as nice as the home page or other key pages?			
Does mobile design look good and work well throughout?			

Content

Just because a website looks great and functions perfectly 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
Information architecture and navigation design			
Do they have experience organizing content around target audience needs to make critical information easier to find?			

USABILITY	TBH Creative	Vendor #1	Vendor #2
Writing and editing services			
Do they offer web copywriting and editing?			
Do they provide blog writing?			
Do they offer landing page copywriting?			
SEO services			
Do they have experience diagnosing SEO challenges?			
Do they provide technical SEO assistance? Do they offer SEO content writing? Can they boost SEO with schema markup?			
Do they provide link building strategy help?			

Development

Focus on your project's high-level technical needs when screening companies for your development needs. A properly coded website is critical to loading times, responsiveness and ultimately patient and provider usability.

FEATURES AND FUNCTIONALITY	TBH Creative	Vendor #1	Vendor #2
General technical expertise			
Do they have experience building websites that include things that my website will need to do?			
Do they offer consultation services for tech decision-making?			
Do they make websites that look good/perform on any device?			
Can they customize CMS tools? If so, which ones?			
Do they have experience developing custom applications?			
Do they have integration expertise?			
Do they have SVG animation capabilities?			
Can they work with your hosting provider, help you switch, or provide hosting?			

FEATURES AND FUNCTIONALITY	TBH Creative	Vendor #1	Vendor #2
Specific modules experience			
Request an appointment and intake forms			
Blogs			
Resource libraries			
Event calendars and event registration portals			
Search			
Membership areas			
Physician and provider directories			
Personalization			
Photo galleries			
Microsites (foundations, physicians, etc.)			
Redirect planning			
E-commerce			
Digital footprint (vitals, patient records, etc.)			

Additional support

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

MARKETING	TBH Creative	Vendor #1	Vendor #2
Marketing certifications			
Inbound marketing			
SEO			
Content creation			
Paid promotions			

MARKETING	TBH Creative	Vendor #1	Vendor #2
Keyword strategizing and research			
Paid advertising set up and management			
Social media			
Set up, strategy, content creation, and social listening			
Social branding			
Ad management			
Email marketing			
Outbound set up, strategy, and content creation			
Inbound set up, strategy, and content creation			
Landing pages			
Videos			
Infographics			
ANALYTICS	TBH Creative	Vendor #1	Vendor #2
Reporting			

ADDITIONAL NOTES:

About TBH Creative

Since 2004, TBH Creative has worked with companies and organizations in a wide range of industries.

We specialize in developing complex, enterprise-level websites that convert.

Ready to get started?

SET UP A FREE CONSULTATION TO EXPLORE YOUR OPTIONS →

tbhcreative.com/start