

# Question Checklist to Help Businesses Compare Website Quotes Like-for-Like

Questions to ask potential website companies when you're comparing different quotes to make sure your new website works for you, earns its money and then some!

1. Does your quote include a website design that is templated or a style that is bespoke to my business and specifications?

Naturally you want your website to stand out from the crowd and to reflect your company's unique branding. All [Pivotal's websites](#) are professional and bespoke designs that channel clients' branding.



2. Does your quote cover a website that is responsive and fast to load on both mobile and desktop?

Google ranks websites that are fast and seamlessly adaptable to different screen sizes, to the screen of a tablet for instance, higher up in results pages than sites that lack these qualities. Plus, 53% of website visitors are likely to leave a website if pages take longer than 3 seconds to load, [according to Google](#). At Pivotal, we wouldn't dream of delivering a website to a client that wasn't mobile-friendly and quick to load!



**3. Is initial SEO optimisation, keyword research and copywriting included in the price you've quoted me?**



Having a website that isn't visible to search engines is pretty pointless. How else will the majority of your website visitors find you?

Whereas some cheaper quotes just cover website design and leave you to write your own website wording, Pivotal websites include a professional copywriting service, providing well-researched content that speaks your industry's language and appeals to your target audience. The content and website are underpinned by SEO research and best practices to boot!



**4. What timescale can you work to? What's your track record for completing website projects by their intended deadline?**



We know you have deadlines and so do we. On one hand, cheaper web designers may work quicker and a company like Pivotal, although efficient, works at a less rapid rate for a more expensive price. Why? Because we're paying attention to detail and taking the time to make sure your website is SEO optimised, mobile responsive, fast to load, custom designed and contains well-researched, high quality content.

As explained above, taking the time to implement these measures increases your chances of attracting more of the website visitors you're targeting and converting those visitors into leads, with them either enquiring about the service your business offers or buying from your online shop.

If the cheaper company doesn't take these measures, ask yourself: which quote is ultimately more cost-effective?



**Cheaper upfront = Limited short-term gains with few orders/queries. More expensive from the onset = Better quality and sustainable long-term gains with many orders/queries.**

Of course, we factor the time it takes us to optimise your website and set it up for long-term online success into the project deadline, which we agree with you – a deadline we’re happy to say we always meet!

**5. Are revisions and alterations that I might need making to the website included in the price you’ve quoted me? If so, how many rounds of edits are included?**



Whilst quotes that appear cheaper upfront may only factor in one round of edits, with additional amendments incurring extra, unforeseen costs, Pivotal understand that ideas may come to you at any time though-out the process of us working together and you’re only human and prone to changing your mind.

For this reason, our website quotes include an unlimited number of edits up until the scheduled deadline we have agreed on for the project completion. And even after that we don’t leave you high and dry.

Should you not decide to go onto one of our website support packages (see question 7), we give you a 30-day grace period after the website ‘launch’ date, where you can call or email us with any questions you have.

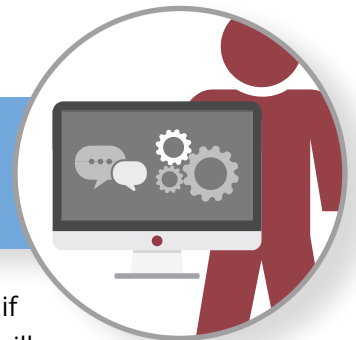


6. Do you have an up-to-date and reliable testimonials/reviews and a varied and high-quality portfolio?



Both positive testimonials and a diverse and high standard portfolio indicate the calibre and experience of a web designer, so make sure you check them out on [LinkedIn](#), browse their portfolio and read their [Facebook](#) and Google reviews before committing. We're proud of our portfolio, which you can find [here](#).

7. Looking ahead, beyond the initial web design creation and quote, do you offer long-term website support and maintenance packages?



If managing a website isn't something you wish to take responsibility for, or if you don't feel confident to fix something on your site should it go wrong, it will pay to choose a web designer who offers ongoing web support, providing you have a budget for this. Things also run much smoothly if the company who built your website originally is the one you engage with for support and maintenance.

We're flexible at Pivotal and offer [Priority Website Support](#) and bespoke [Technical SEO](#) packages with increasing amounts of development and cost-effective features available, or if you prefer to deal with your website maintenance yourself, we offer [WordPress Training Sessions](#) - whichever option suits you!



8. Going forward, are you able to offer Digital Marketing services such as Blogging, Social Media Management, Email Marketing and ongoing SEO support?



Again, if you don't have time to do these things yourself, they are important things to consider. Blogging regularly allows your business to showcase expertise in your field, whilst keeping your website active and up-to-date, another 'ranking factor' Google favours and considers when ranking your website.

Email newsletters and social media posts are great ways to drive traffic to your website via links. Afterall, what's the point in investing in a website, no matter how good, if no one sees it?



At Pivotal, we join all the online dots and offer the whole Digital Marketing package, including [Email Marketing](#), [Social Media Management](#) and [Graphic Design](#) so when you launch your new website you can really shout about it and start getting those website visitors and leads straight away!

