

## Website design agency rating grid

This rating grid will help you rate a potential agency partner or compare one agency to another. The grid will help you select the best agency and come to a consensus among members of your selection committee.

In this example, we use a scale of 1 to 4 to rank each factor, with four being the highest rating. Evaluate each agency you're considering and add up the total points. Then compare the cost estimates you get from each agency. The agency with a high rating and a reasonable price is probably your best choice.

Name of agency: \_\_\_\_\_

Selection factors	Description	Rating (scale of 1 to 4)	Not applicable
Technical skills	<p align="center"><b>Content management system (CMS)</b></p> <p>The agency will help you choose the right CMS for your needs. Open-source platforms such as WordPress are preferred since it is easier to switch providers later on. If you already have a CMS in place, confirm that the agency is able to work with your existing systems.</p>		
	<p align="center"><b>Web design and development</b></p> <p>The agency has a senior team of web developers in place to help you realize your project. Consider that you are already outsourcing your website design, so you might not want the agency to outsource too much of the work.</p>		
	<p align="center"><b>Application development and integration</b></p> <p>The agency has the ability to connect your website with you current systems such as an accounting software, a point of sale software or an ERP.</p>		
	<p align="center"><b>Content production</b></p> <p>The agency is proposing a structured approach to content creation, whether it be textual or visual.</p>		
	<p align="center"><b>Search engine optimization (SEO)</b></p>		

	The agency is able to optimize your website for web indexing by search engines.		
	<p style="text-align: center;"><b>Website analytics</b></p> <p>The agency is able to set up tools and dashboards to ensure leaders use all the right data when making decisions.</p>		
	<p style="text-align: center;"><b>Branding</b></p> <p>The agency understands your brand and your value proposition. It is able to design a site that brings your brand to life.</p>		
<b>Project management</b>	<p style="text-align: center;"><b>Project size and scale</b></p> <p>The agency is able to show you previous projects of this size and scale it previously completed.</p>		
	<p style="text-align: center;"><b>Production process</b></p> <p>The agency can provide a thorough explanation for each step of the website production process and is able to answer any questions you have about each step.</p>		
	<p style="text-align: center;"><b>Project management tools</b></p> <p>The agency uses modern project management tools to track the progress of the project and keep you updated.</p>		
<b>Sector experience</b>	<p style="text-align: center;"><b>Industry knowledge</b></p> <p>The agency has previous experience working in your industry and is able to understand your needs to offer better solutions.</p>		
	<p style="text-align: center;"><b>Previous success stories and testimonials</b></p> <p>The agency is able to share convincing success stories. It can show you testimonials from other businesses you respect and is even willing to let you contact previous clients.</p>		
<b>Business model</b>	<p style="text-align: center;"><b>Access to your website</b></p> <p>The agency is transparent and will provide you with access to your site at any time to make modifications or even take full control. Note that you will likely require an internal technical resource to migrate your site and take full control.</p>		
	<p style="text-align: center;"><b>Major maintenance</b></p>		

	The agency offers a maintenance service for important modifications and updates.		
	<p style="text-align: center;"><b>Pricing scheme</b></p> <p>The way the company prices its work fits your needs. Some companies charge hourly rates, some quote fixed fees for defined scopes of work. Fixed pricing can often be easier to budget with fewer surprises when invoices come in.</p>		
<b>Fit with your business</b>	<p style="text-align: center;"><b>Training</b></p> <p>The agency provides basic training to show your staff how the site works and how to make updates.</p>		
	<p style="text-align: center;"><b>Comfort level</b></p> <p>You feel you can work with the agency on an everyday basis and that there's a good cultural fit between your two companies.</p>		
	<p style="text-align: center;"><b>Solutions that fit your needs</b></p> <p>The agency shows it understands what you are trying to achieve and provides solutions to solve the problems you are trying to fix.</p>		
	<p style="text-align: center;"><b>Ability to drive project</b></p> <p>The agency is able to complete the work on time and within budget. The agency will obtain the necessary approvals by showing you all the work using modern project management tools.</p>		
	<p style="text-align: center;"><b>Enthusiasm</b></p> <p>The agency shows creativity and enthusiasm about your project. For instance, it meets the bid solicitation deadline for the project. But enthusiasm is a double-edged sword. If you company isn't showing the right level of involvement in the project, the agency could quickly focus on other clients who are more interested.</p>		
<b>Total</b>			

Estimated fee	\$
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