

1. BUILD FEE VS. RETAINER

Are these shown as two separate numbers, not blended into one?

Vendor's answer:

2. LINE-ITEM SCOPE

Does every deliverable, page type, and integration get its own line?

Vendor's answer:

3. WHAT'S EXCLUDED

What is NOT included? Photography, copywriting, third-party licenses?

Vendor's answer:

4. OWNERSHIP

Who owns the site, the domain, the hosting account, and the content?

Vendor's answer:

5. ACCESSIBILITY & SEO

Are both named as line items, with a standard, not vague promises?

Vendor's answer:

6. REPORTING CADENCE

What metrics are reported, and how often?

Vendor's answer:
