

Comparing web design quotes: what to ask before you choose.

For a small business collecting quotes for a website, from any supplier. What each quote should name, what is usually left out of it, and the questions that make two very different numbers comparable.

General guidance, not a contract. Prices named here are Adam Roe's own as of September 2026: everybody else's differ, and the point of the list is to make them comparable rather than to argue any of them down.

WHAT THE QUOTE SHOULD NAME

- ☐ **How many pages, and which ones**
Pages are the biggest single thing moving the price. A quote with no page count is a quote for an unknown amount of work.
- ☐ **The platform it will be built on**
WordPress, Squarespace, Wix or Shopify. It changes the build price, the monthly cost and who can edit it afterwards.
- ☐ **Whether the design is a template or drawn from scratch**
Both are legitimate and one costs a good deal less. Custom layouts are £200 each with me, and five pages is usually three of them.
- ☐ **Who is writing the words**
This is the most common gap between two quotes. If it does not say, assume it is you, and ask.
- ☐ **What is done about search before launch**
One page per thing you sell, real titles, a sitemap that makes sense. A keyword map for every page is £400 on top.
- ☐ **What the monthly cost will be after launch**
WordPress needs hosting, £50 a month with me. Squarespace and Wix bill you directly, from about £12 a month.

QUESTIONS THAT SEPARATE TWO QUOTES

- ☐ **Is the domain registered in my name?**
The one answer that turns a disagreement into a hostage situation later. It should always be yours, whoever hosts the site.
- ☐ **What happens if I want a change after launch?**
An hourly rate, a monthly plan, or a new quote every time. Mine is £75 an hour or a plan if there will be enough of them.
- ☐ **What do I get at handover?**
Logins, files, and a written guide built around the pages you will actually change. Not a tour of every menu.
- ☐ **How many rounds of changes are included?**
Unlimited rounds are nobody's friend. A named number keeps the project moving and the price honest.

☐ **What is explicitly not included?**

A supplier who can answer this quickly has scoped the job. One who cannot has quoted a feeling.

BEFORE YOU SIGN ANYTHING

☐ **You have the scope in writing, with a price**

Not an email thread. One document that says what is being built and what it costs.

☐ **You know how long it takes, and what could delay it**

The days are predictable. The content is what sets the calendar, because a build stops dead without it.

☐ **You have asked whether being local matters**

Honestly, not much. It helps for a kick-off in a room. It should never mean a different price.

☐ **Nobody has promised you a Google ranking**

Nobody can. What can be promised is a site built so it can be found, and the writing does the rest.

Take it to every quote you have. The one that answers the most questions is usually the one that has thought about the job.
adamroe.co.uk/blog/questions-to-ask-a-web-designer