

The Agency Vetting Checklist

Before you sign with any web agency, ask these 12 questions.

Avoid: Scope creep disguised as “collaboration” • Agencies that ghost after launch • Partners who can’t handle real business constraints

What’s inside

- 12 questions to ask before signing a contract
- Red flags that signal a bad-fit agency
- What “flexibility” actually looks like in practice
- How to spot agencies that prioritize relationships over transactions

The 12 Questions

1. Do they understand your business — not just your website?

- Can they explain your goals back to you clearly?
- Or are they jumping straight into design and tools?

Red flag: They talk features before understanding your business.

2. What happens after the website is built?

- Do they offer support, maintenance, or guidance?
- Or does communication drop after launch?

Red flag: No clear post-launch plan.

3. How do they handle changes mid-project?

- Do they adapt or push back immediately?
- Do they guide you or just bill you?

Red flag: Every small change becomes a “new scope.”

4. Do they act like a partner or just a vendor?

- Are they thinking long-term?
- Or just completing tasks?

Red flag: They only discuss deliverables, not outcomes.

5. What happens if timelines shift?

- Do they panic or adjust?
- Do they communicate clearly?

Red flag: No flexibility built into the process.

6. How do they communicate under pressure?

- Calm and structured?
- Or reactive and defensive?

Red flag: Communication breaks down when things get tough.

7. Can they show real work — not just pretty screenshots?

- Live websites
- Case studies
- Real outcomes

Red flag: Only visual mockups, no real builds.

8. Do they think beyond design?

- SEO
- Performance
- Conversions
- User behavior

Red flag: They focus only on visuals.

9. How do they handle constraints?

- Budget limitations
- Legal requirements
- Content challenges

Red flag: They struggle outside ideal conditions.

10. Is their pricing transparent?

- Clear breakdowns?
- Defined scope?

Red flag: Vague pricing and unclear deliverables.

11. Can they work with other teams/tools?

- Developers
- Marketing teams
- Platforms

Red flag: They need everything to go through them.

12. What happens when things don't go as planned?

- Do they stay professional?
- Do they protect the relationship?

Red flag: They disappear or become defensive.

Red Flags to Watch For

- “We’ll handle everything” (without explaining how)
- Poor or delayed communication early on
- No structured process
- Over-promising timelines
- No discussion about long-term support

What “Flexibility” Actually Looks Like

Good agencies:

- Adapt when your business changes
- Help you rethink decisions
- Work with uncertainty
- Stay calm when plans shift

Bad agencies:

- Lock everything into rigid scope
- Charge for every conversation
- Avoid responsibility when things change

Final Thought

A website is not just a project. It's a collaboration between your business, your goals, and the people building it. Choose an agency that communicates clearly, adapts to change, and delivers — even when things don't go as planned.

Need a second opinion?

We'll review your situation and give you honest feedback — no pressure.

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