Proposal Comparison Worksheet

Normalize the scope before you compare the price

Proposal A: _____

Proposal B: _____

Proposal C: _____

For each line item, mark Included (I), Not included (N) or Unclear (U) for each proposal.

Strategy & scope

Discovery / strategy phase	A	B	C
Sitemap / information architecture	A	B	C
Number and type of pages	A	B	C
Custom design vs template	A	B	C
Ecommerce (if applicable)	A	B	C

Content & design

Copywriting	A	B	C
Copy editing	A	B	C
Photography / media	A	B	C
Number of revision rounds	A	B	C

Technical & SEO

CMS / platform	A	B	C
Responsive / mobile development	A	B	C
Accessibility scope	A	B	C
On-page SEO	A	B	C
Redirect / migration plan	A	B	C

Structured data	A	B	C
Performance optimization	A	B	C
QA / browser & device testing	A	B	C

Systems & data

Analytics setup	A	B	C
Search Console setup	A	B	C
Forms	A	B	C
CRM / integrations	A	B	C
Privacy / consent implementation	A	B	C

Ongoing & commercial terms

Hosting	A	B	C
Backups / security	A	B	C
Training	A	B	C
Documentation	A	B	C
Warranty / bug-fix period	A	B	C
Ongoing maintenance	A	B	C
Source files / repository	A	B	C
Ownership / licensing	A	B	C
Timeline	A	B	C
Third-party recurring fees	A	B	C
Payment schedule	A	B	C
Change-request process	A	B	C
Cancellation / handover terms	A	B	C

A material gap in ownership, migration or handover terms can be a hard stop even when a proposal's total score looks best. See vortio.com/resources/website-toolkit/compare-quotes for the interactive version.