

WHAT TO LOOK FOR WHEN COMPARING ESTIMATES

Understanding what goes into a website solution and what you should consider when reviewing a proposal

We would love to have you as a client, but we know that you will have proposals from other website design agencies to evaluate in addition to ours. If you are like most other credit unions, the cost to develop your new website will be a major factor in your decision. While a less costly estimate might be a reason to choose one agency over another, you should carefully evaluate exactly what you are getting for the lower cost. When it comes to selecting an agency that best fits your needs, there are many considerations to think through.

EXPERIENCE



- How many years of web development does the agency have?
- Does the suggested solution fit into your credit union's culture?
- Is the agency's own site accessible?
- What accessibility standards can the agency support for their clients?
- Will the website be custom-designed or is the agency using a third-party templates like Squarespace or WordPress?
- What kind of ongoing support does the agency offer and is there an additional fee for support?

BUDGETING



- Will the project fit within your budget?
- Are you comparing apples to apples when looking at pricing?
- Are there ongoing monthly fees after the site is built that add to the overall cost?
- Will a less expensive development option with ongoing fees actually cost more over time?

WEBSITE CMS FUNCTIONALITY



- How much control you have to update your website?
- Can users be assigned to manage specific parts of the website?
- Can change/updates be scheduled to appear on the site?
- Will staff need to know coding to make changes to the website

AUDITING AND TESTING CAPABILITIES



- Does the agency offer a complete accessibility audit using live testing by a visually impaired person, or only automated scan audit like WAVE scan tool?
- Does the audit include PDF, Image Tag, Usability and W3C & WCAG 2.0 Standards review?
- Does the agency use expert accessibility developers to support and address accessibility issues?

ACCESSIBILITY SUPPORT



- Can the agency support on-going monitoring to maintain accessibility?
- Is ongoing monitoring done in-house or by a third party?
- Will staff members receive sufficient training?
- Is remediation provided when needed?

ONGOING COMPLIANCE



- How often will we need accessibility audits?
- Does the agency offer a program to stay up-to-date with accessibility laws and standards?
- Is the agency able to continuously evaluate the level of accessibility of your website through re-audits and user testing?
- Does the agency have the resources to ensure accessibility is maintained after every update to your website?

If the accessibility of your website is a major concern, and it should be, will the delivered site pass WCAG 2.0 Level A and AA conformance? While many agencies consider passing the WAVE scan tool test as proof of compliance, there is a lot more needed to be truly compliant. In addition to automated scans, do they do manual/live testing for things like keyboard navigation (links are highlighted when focused) and color contrast? Will they make sure all your PDFs are accessible? Will images have proper ALT tags for the blind?

Your credit union's website is an extension of your physical branch and should reflect the same standards you would require from building contractors. The least expensive is not always the best and their work can show that to those walking through your doors...or visiting your website.