

IN-DEPTH GUIDE

CONTROL AND TRANSITIONS

Choosing and evaluating a web provider: the buyer's guide

Questions to ask, signals to watch for, and the complete grid to evaluate a web development quote in Quebec.



GXN

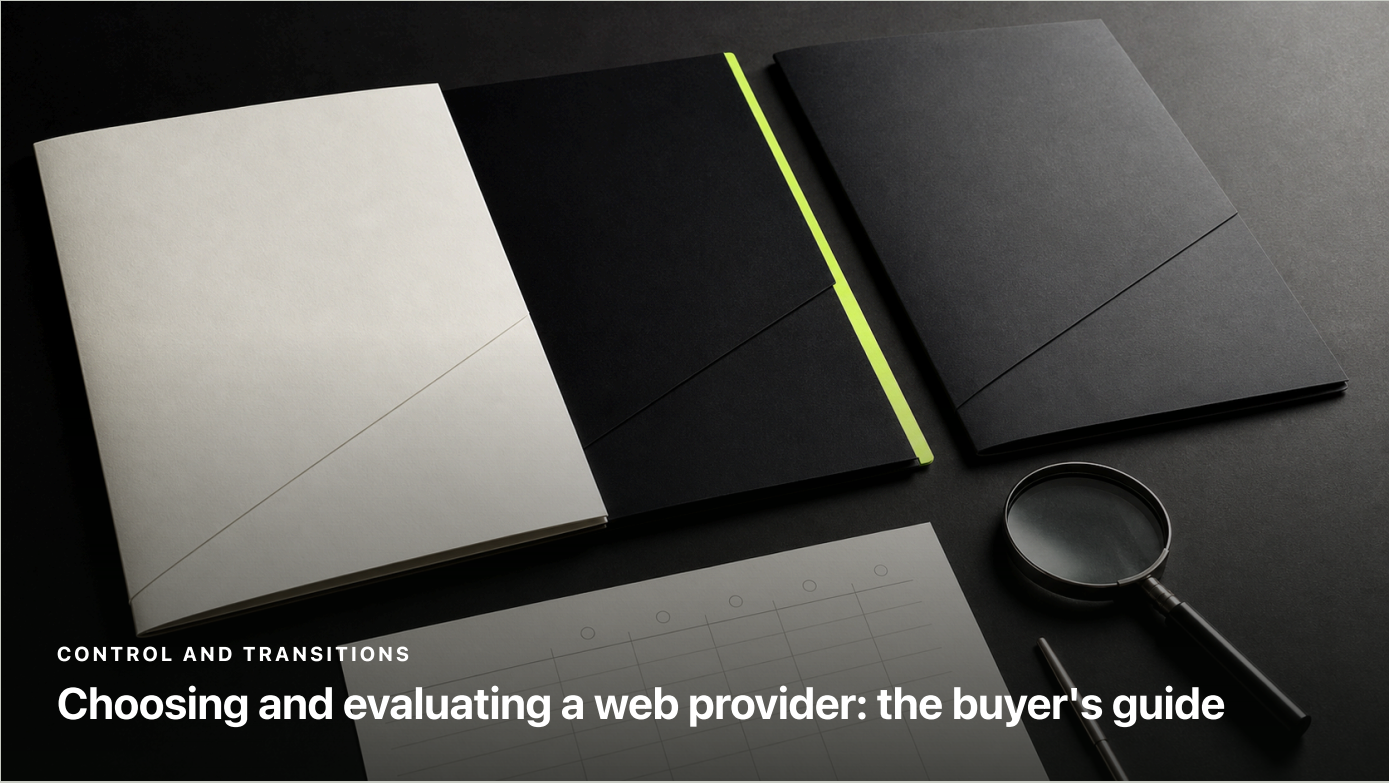
Senior expertise · Digital governance

Quebec First

Quebec business context

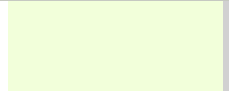
July 31, 2026

Updated

A black and white photograph of a desk. On the desk are a magnifying glass, a pen, and a checklist. The checklist has a grid with five columns and several rows. The first column has five circles at the top. The other columns have horizontal lines. The text 'CONTROL AND TRANSITIONS' is written in white on the left side of the image.

CONTROL AND TRANSITIONS

Choosing and evaluating a web provider: the buyer's guide



TL;DR

The answer in one minute

Choosing a web provider is rarely based on price alone. The real signals to watch for are the clarity of the explanations received, the presence or absence of unrealistic promises, clear ownership of what you will get, and the way the vendor talks about your risks and limitations rather than just their strengths. Twelve specific questions asked of any potential supplier quickly reveal who deserves your trust.

01 · BACKGROUND GUIDE

Why this choice is harder than it seems

Unlike other professional purchases, it is difficult for a non-technical person to judge the true quality of a developer or agency before the work is delivered. A site can look good in demo and be fragile underneath. A quote may appear comprehensive and hide costly dependencies. This guide gives you concrete questions rather than asking you to judge on instinct alone.

02 · BACKGROUND GUIDE

The twelve questions of the evaluation grid

Who, precisely, will work on my project, and this person will be my main interlocutor until the end.

-
- What happens if my project exceeds the original budget, and how these overruns are communicated.
-
- Will I hold my domain name, my hosting and my site code at the end of the project, and how this

property is confirmed in writing.

- What documentation will I receive on delivery.
-

- How will my current SEO be protected during the project, if applicable.
-

- What exactly covers maintenance after delivery, and what is not covered.
-

- Can you show me examples of work similar to mine, not just the most impressive in your portfolio.
-

- What happens if I want to end our relationship after delivery. Everything remains functional and transferable.
-

- What is your usual response time once the project is launched, and what support looks like after delivery.
-

- Are there situations where you would refuse to do a project because it is not the right solution for me? A good supplier has an answer to this question.
-

- What are the risks or limitations of the approach you propose to me? An honest answer here says a lot.
-

- Then I talk to a current client who has been using a similar service for a while.

01	Why this choice is harder than it seems
02	The twelve questions of the evaluation grid
03	Positive signals to look for
04	Warning signs to watch out for

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	Why this choice is harder than it seems	Setting the Context
02	The twelve questions of the evaluation grid	Identify dependencies
03	Positive signals to look for	Compare options
04	Warning signs to watch out for	Preparing for the next step

Positive signals to look for

A supplier who asks a lot of questions about your company before proposing a solution. An honest answer when you ask what might go wrong. Concrete examples of situations where the supplier recommended doing nothing or doing less than what the customer initially requested. A clear explanation of what you will get exactly in property.

INTERACTIVE TOOL

Set your decision

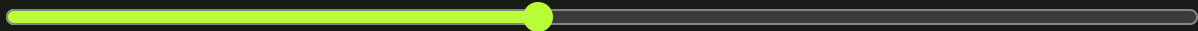
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **Why this choice is harder than it seems**
- 02 **The twelve questions of the evaluation grid**
- 03 **Positive signals to look for**
- 04 **Warning signs to watch out for**

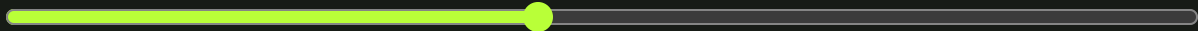
Urgent decision

5



Current control level

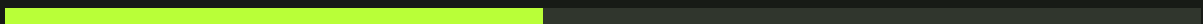
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



45 / 100

Warning signs to watch out for

A guaranteed promise of result on SEO or sales, which no honest supplier can really guarantee. A reluctance to explain clearly who will hold what at the end of the project. A price well below the market without a clear explanation of what is actually included. Pressure to sign quickly, without time for reflection. The total absence of questions about your business, sector or actual goals.

05 · BACKGROUND GUIDE

How to compare multiple quotes fairly

First make sure that each quote meets the same project scope. Ask each vendor to detail exactly what is included, item by item, rather than comparing overall totals. Check that final ownership, hosting, maintenance and listing are treated comparably in each proposal. A cheaper quote that omits many of these items is not actually cheaper, it just defers costs until later.

06 · BACKGROUND GUIDE

What I see on the ground

The most common complaint I hear from companies that have changed suppliers is almost never related to the technical quality of the work delivered. It's the lack of transparency during the process. Decisions made without explanation, changes in scope not clearly communicated, or a final property that was not what we thought we purchased.

When this guide does not apply

If you already have a trusted relationship with a supplier for several years, with clear ownership and communication that works well, this grid is mainly used to confirm what you probably already know. It is especially useful in the face of a new relationship, not to question something that works well.

QUESTIONS AND ANSWERS

Frequently asked questions

01 **Does the lowest price always mean a bad choice?**

Not necessarily, but it deserves a careful check of what is actually included, using the grid questions above.

02 **How many quotes should I get before deciding.**

03 **Is it risky to change supplier during a project?**

04 **How to evaluate a supplier who has not yet delivered a project similar to mine.**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

[Discover GXN ↗](#)

NEXT STEP

You have quotes on the table and you want a second independent look.

The GXN digital strategy includes just this type of benchmarking.

No call required. No sales sequence.