

Website First-Year Cost and Ownership Worksheet

Compare the build, renewals and handover in one place

Complete one copy per supplier. Compare totals only after checking that scope and costing periods match. This is a planning tool; confirm contract terms, tax treatment and financial assumptions with the appropriate adviser where needed.

1. Set the comparison basis

Business/project	Supplier and proposal date/version
Comparison currency	Proposed launch date
First 12-month operating period: from / to	Required pages/templates and content volume
Languages, forms and integrations	CMS editing needs and number of users
Work and assets supplied by our team	Assumptions this supplier has changed

Use the complete one-time project plus the services required to launch and operate the agreed site for its first 12 months. Record subscriptions that start before launch and renew within that period. Show the payment schedule separately.

Use the actual proposed products and plans. A complete, usable handover belongs in the buying decision. Agree it while the supplier is pricing the work.

Notes and assumptions to clarify

2. Itemise one-time project charges

Use one clear costing basis and make bundled work explicit.

For a bundled charge, write "included in [named line]". For an unknown amount, write "unconfirmed". Neither a blank nor "unconfirmed" means zero.

Item	Deliverable or limit included	Amount in comparison currency	Tax already included?	Who supplies / approves?
Discovery and coordination				
Design				
Development and CMS setup				
Copywriting or interviews				
Photography, illustration or other assets				
Initial content entry				
Content migration				
Redirects or other migration work				
Forms and integrations				
Measurement setup and verification				
Testing and launch				
Training and handover				
Other required one-time work				

Subtotal A

Content-entry allowance and extra-item pricing

Revision allowance and change-request process

3. Launch and operating charges

For each item, record the amount needed to cover the comparison period, including any necessary setup or pre-launch start. An annual item should not also appear as 12 monthly charges.

Required item	Provider and plan	Billing amount, currency and frequency	Start / renewal dates	Amount needed for comparison period	Who pays and controls the account?
Domain					
Hosting or hosted site plan					
CMS-related charges, if separate					
Plugins, themes or components					
Forms and connected tools					
Backups or monitoring, if separate					
Maintenance and support					
Other required service					

Subtotal B

Limits that could change cost: seats, storage, records or usage

Included agency licences and what happens when coverage ends

Foreign-currency amounts and exchange-rate assumptions

Taxes or payment fees already included

4. Calculate the comparable budget

Keep the quoted total, your internal effort and unresolved costs visible.

A. One-time project charges

B. Required launch and first-year operating charges

C. Taxes and mandatory fees not already included

D. Confirmed discounts or credits not already deducted

Comparable quoted budget = A + B + C - D: _____

Check that no bundled item, tax or discount has been counted twice. Do not treat a possible promotion as a confirmed discount.

Keep these visible but separate

Outside the quoted total	Amount or effort estimate	Why separate?	Decision needed
Required work still unpriced		Budget is incomplete	
Optional improvement		Not committed scope	
Internal content/review time		Our team's effort	
Contingency allowance		Planning provision	

List the necessary unpriced items before calling the comparison complete.

5. Check year two and exit costs

Expected recurring annual charges after year one

Introductory discounts ending and renewal assumptions

Notice period and cancellation or early-exit charges

Included export, transfer and documentation work

Additional transfer or migration labour

Licences or plans we may need to replace

Work another supplier would need to recreate

Who confirms current platform transfer rules and billing effects

6. Record what the business controls

Record account control, usage rights and portability separately. "CMS access" does not cover all three.

Asset / account	Account holder / controlling business identity	Business administrator	What is handed over?	Restrictions or missing access
Domain and renewal account				
Hosting/site plan and workspace				
CMS and editing access				
Design/source files and code, where applicable				
Content and licensed assets				
Analytics and measurement configuration				
Forms and integrations				
Backup/export and recovery instructions				

7. Check payment and acceptance

Payment milestone	Amount and currency	Due date / trigger	Deliverable and acceptance check
Initial payment			
Intermediate milestone			
Launch/handover payment			
Recurring invoices			

Covered defects and support period

How new requests are priced and approved

Editing demonstration and training included

Maintenance tasks and exclusions

Response target and escalation contact

8. Make the comparison decision

Most suitable quotation and reasons

Trade-offs we accept

Decision owner and date

Work our team must be ready to provide

Costs, access or terms still requiring clarification

Want to discuss your quotations? calendly.com/debatemarketers/30min