KOOKIES

GUIDE

The Website Buyer's Guide

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WEBFLOW

The Website Buyer's Guide

To hire well for a website, write a one-page brief first, choose the platform for the people who will edit it, and compare quotes line by line on the same scope. Make sure every account is in your company's name, and agree what happens after launch before you sign. This guide walks through each step with checklists and decision rules.

Who it is for. Founders and marketing leads hiring a freelancer, agency or team to build or redesign a marketing site.

01 Before you ask for quotes

02 Choosing the platform

03 Budget and what drives cost

04 Comparing quotes and agencies

05 Contract, ownership and handover

06 After launch

Read online at www.kookies.io/guides/website-buyers-guide. Updated 2026-11-16.

CHAPTER 1 OF 6

Before you ask for quotes

01

Settle five things first: the goal, the pages, who edits, the deadline and a budget range. Put them on one page and every quote you get back becomes easier to compare.

The short answer

Before you ask anyone for a price, write a one-page brief. It needs five things: the one goal the site must meet, a list of pages, who will edit the site after launch, a real deadline, and a budget range. Unknowns are fine. Mark them as unknown and move on.

The brief is not paperwork for the agency. It is how you make quotes comparable. If three teams quote from three different guesses about your project, the prices tell you nothing. If they all quote from the same page, the differences start to mean something. We go deeper on the format in how to write a website brief. This chapter is about the decisions behind it.

Start with one goal

A site can do many things, but a project needs one main job. Pick the one that would make the project a success if nothing else changed. Everything else on the brief is judged against it.

IF THE MAIN GOAL IS	THE BRIEF SHOULD STRESS	A SIGN IT IS WORKING
More demo or call bookings	Clear offer, proof, a short path to the booking form	More booked calls from the site
Ranking for search terms	Page list built around topics, content you can publish often	More pages getting impressions and clicks
Looking credible for a raise or a launch	Design quality, case studies, a tight story	Feedback from the people you are pitching
Shipping campaign pages without a developer	A section library and a CMS your team can use alone	Your team publishes a page without help
Leaving an old platform	URL inventory, redirects, content moved as is	No lost pages, no broken links

Write the goal as one sentence. For example: *"Crumb's new site should get product teams to book a 20 minute demo, and our marketing lead should be able to add a landing page without a developer."* That is two goals. That is fine, as long as you say which one wins when they clash.

List the pages

You do not need a final sitemap. You need a list good enough for someone to count the work. Split it into two kinds of page, because they cost very differently.

- **Unique pages.** Pages with their own layout: home, pricing, about, a product page, contact.
- **Template pages.** Many pages that share one layout and are filled from a CMS: blog posts, case studies, job posts, integrations, locations.

For template pages, give a rough count and say who writes them. Fifty blog posts moved from an old site is a different job from a blog template your team fills later.

PAGE	KIND	CONTENT TODAY	NOTES
Home	Unique	Old copy, needs a rewrite	Main goal lives here
Pricing	Unique	Ready	Plans change twice a year
Case studies	Template	6 written, more planned	Team adds new ones
Blog	Template	About 40 posts on the old site	Move all, keep URLs
Webinar landing pages	Template or section library	None yet	Marketing makes these monthly

If you are redesigning, export a list of every URL on the current site too. It is the starting point for redirects, and it stops pages from going missing. Our redirect map tool helps once you have that list.

Decide who edits, and how often

This is the question buyers skip most often, and it changes the platform, the build and the price. Picture the site six months after launch. Who changes it, how often, and how comfortable are they with tools?

AFTER LAUNCH	ASK THE BUILDER FOR	WATCH OUT FOR
A founder fixes typos a few times a year	Simple text and image editing, a short training video	Paying for a page builder nobody will use
A marketer publishes posts every week	A CMS with clear fields, image rules, preview before publish	Posts that need a developer to format
A team ships new landing pages every month	A library of ready sections they can stack into new pages	Every new page becoming a design request
Several people edit at once	Roles and publishing rights per person	Everyone sharing one admin login
Nobody on your team will touch it	A support plan or hourly help from the builder	A complex CMS you pay for and never use

Write down names or roles, not just "the team". "Emma in marketing, weekly blog posts, never touches layout" tells a builder exactly what to set up.

Content you have and content you need

Content is the most common reason a website project runs late. Builders can only build what they have, and waiting for copy is where weeks disappear. Be honest about what exists.

- ✓ Copy for every unique page, or a note that you need it written

- Logo files, brand colours and fonts, and whether you hold the font licence
- Photos and illustrations, and whether you have the rights to use them
- Case studies, quotes and client logos you have permission to show
- Product details, pricing and legal pages such as privacy and terms
- Existing posts or CMS items to move, and roughly how many
- Tools the site must connect to: CRM, email, booking, analytics

If copy is missing, say so in the brief. Writing it is real work, and it should be in the quote, not discovered halfway through the project.

Set a real deadline and a range

Give a date and say why it matters. "Live before our launch event on 12 March" is a real deadline. "As soon as possible" is not, and it makes quotes vague, because nobody knows what can be traded away to hit it.

Then give a budget range. Many buyers hold this back to see what comes in. It usually backfires. Without a range, one team quotes the smallest version of your project and another quotes the biggest, and you end up comparing two different projects. A range lets each team tell you what fits inside it and what does not.

> DECISION RULE
>
> If the deadline is fixed, let the scope move. If the scope is fixed, let the date move. If both are fixed, the budget has to cover extra people, and you should ask how the quote handles that.

If you have no idea what a range should be, our cost calculator gives a starting point based on Kookies' own prices. It is our pricing, not a market survey, but it shows how pages, CMS and extras add up.

The one-page brief

Here is the shape we suggest. Copy the headings and fill in what you know.

HEADING	WHAT TO WRITE
About you	Two or three sentences on the company and who buys from you
The goal	One sentence, plus which goal wins if there are two
Pages	Unique pages, template pages with rough counts, and the current URL list if you have one
Who edits	Names or roles, what they change and how often
Content	What is ready, what needs writing, what needs moving
Tools	Anything the site must connect to
Platform	A preference with a reason, or "open to advice"
Deadline	The date and why it matters
Budget	A range

HEADING	WHAT TO WRITE
Examples	Two sites you like and one you do not, with a reason for each

Send the same brief to everyone you ask. When the replies come back, the questions they ask about it are an early test. A team that asks good questions about your editors and your content usually plans better than one that sends a price within the hour.

TAKEAWAYS

- [x] Write one page before you ask for quotes: goal, pages, who edits, deadline, budget range.
- [x] Split pages into unique layouts and CMS template pages. They cost very differently.
- [x] Who edits after launch shapes the platform and the build more than almost anything else.
- [x] Say what content is missing. Writing copy is real work and belongs in the quote.
- [x] Send the same brief to everyone, so the quotes can be compared.

CHAPTER 2 OF 6

Choosing the platform

02

There is no best platform, only a best fit. What each one is, according to its own docs, the five questions that decide, and decision rules you can apply to your brief.

The short answer

Pick the platform that fits the people who will run the site, not the one with the loudest fans. Four questions settle most cases: who edits, how custom the site needs to be, who should host it, and whether you want to own the code. Answer them from your brief and the choice usually becomes obvious.

This chapter does not rank platforms. Each one is the right answer for someone. The facts about each come from the vendors' own docs, linked inline, so you can check them. Where we give an opinion, we say it is ours.

What each platform is

A quick description of the four platforms buyers ask us about most, in the vendors' terms.

PLATFORM	WHAT IT IS	WHERE THE SITE RUNS
Webflow	A visual builder where design, CMS and hosting live in one product. Content editors can change copy, media and CMS content in a simpler view without touching the design (Webflow help).	Webflow hosting, on a Site plan for a custom domain (Webflow help)
Astro with Sanity	Astro describes itself as a web framework for building content-driven websites like blogs and marketing sites (Astro docs). Sanity Studio is an open-source editing app where developers define the content model (Sanity docs), and the content is stored in Sanity's Content Lake (Sanity docs).	Any host Astro supports. Its deploy guides cover many, including Netlify, Vercel and Cloudflare (Astro docs)
Framer	A visual site builder with a CMS and on-page editing, which lets owners and collaborators update content from the published site (Framer help).	Framer hosting, which Framer says runs on AWS and is served through a worldwide CDN (Framer help)
WordPress	An open-source publishing system built on PHP and MariaDB and licensed under the GPLv2 (WordPress.org).	Any host you choose that runs it

Two of these are hosted products, where the vendor runs the servers. One is a framework, where your site is code that you deploy. WordPress is software you install, or pay a host to run. That difference matters more than any feature list.

The questions that decide

Take your brief from chapter 1 and answer these in order. Stop when one of them settles it.

1. **Who edits, and what do they change?** A marketer who wants to change a section's layout needs different tools from one who only changes words.
2. **How custom is the site?** Standard marketing pages suit visual builders well. Calculators, logins, unusual data or heavy integrations push toward code.
3. **Who should host it?** A hosted product means one bill and no servers to run. Your own hosting means more control, and someone has to own it.
4. **Do you need to own the code?** Some companies need the site in their own repository for security or policy reasons. Others never want to see code.
5. **Who will look after it in two years?** A platform your team, or a partner you trust, can support is worth more than a slightly better one nobody can.

Notice what is not on the list: which platform is "fastest" or "best for SEO". A well-built site on any of these can be fast and easy to find. A badly built one on any of them can be slow and hard to crawl. Build quality beats platform choice on both counts.

Decision rules

These are our rules of thumb, based on how we choose for our own projects. They are a starting point for a conversation, not a law.

> DECISION RULE
>
> If your marketing team wants to build and change pages visually, and the site is mostly marketing pages and a blog, start with Webflow.

> DECISION RULE
>
> If you want the code in your own repository, the fastest possible pages, or a site that pulls content from several systems, start with Astro and a headless CMS such as Sanity.

> DECISION RULE
>
> If the site is small, design-led and motion-heavy, and one designer will run it, look hard at Framer.

> DECISION RULE
>
> If you already run WordPress well, with a team that knows it and plugins you depend on, the case for moving has to be specific. Write down what is broken before you plan a move.

If two rules fit, go back to question 1. Who edits is almost always the tie breaker.

Lock-in and leaving later

Every platform makes leaving easier or harder in its own way. Ask about it before you start, not when you want to go.

- **Webflow.** On paid Workspace plans you can export a site's HTML, CSS, JavaScript and assets. Webflow says the export does not include CMS content, and that forms and site search do not work on exported sites (Webflow help). CMS items can be exported as CSV files from the CMS panel (Webflow help).
- **Astro with Sanity.** The site is code, so it lives wherever the repository lives. Content sits in Sanity as structured data, which you query through its APIs.
- **Framer and WordPress.** Ask your builder to show you how content and pages would leave, in writing, for the version you will use.

Lock-in is not always bad. A hosted builder trades some freedom for less to run. The point is to choose it knowingly. If leaving would be hard, make sure everything else in this guide, especially ownership in chapter 5, is in your name.

When not to change platform

A redesign does not have to mean a new platform. Moving costs money and carries search risk, because every URL needs a plan. It is worth it when the platform is the problem, not when the design is.

THE COMPLAINT	USUALLY A PLATFORM PROBLEM?	TRY FIRST
The site looks dated	No	A redesign on the same platform
Our team cannot edit without a developer	Sometimes	Check whether the build, not the platform, is the blocker
Plugins keep breaking after updates	Often	List the plugins and what each one does
Pages are slow	Sometimes	Measure first. Images and scripts are common causes on any platform
We need features the platform cannot do	Yes	Confirm with the vendor's docs, then plan the move

For a side by side look at specific pairs, see our comparisons: Webflow vs WordPress, Webflow vs Astro, Webflow vs Framer and Framer vs Astro.

Where Kookies stands

We are a Webflow Premium Partner and we also build in Astro with Sanity and in Framer. So we have a view, and you should weigh it like any seller's. We recommend Webflow most often for marketing teams that want to edit visually, and Astro with Sanity when code ownership, speed or many content sources matter. We say so on the first call, along with the reason.

Whoever you ask, a good answer to "which platform?" comes with a reason tied to your brief. If the answer is the same platform for every client, the advice is about the seller, not about you.

TAKEAWAYS

- Choose for the people who will run the site: who edits is usually the deciding question.
- Hosted builders, frameworks and installed software differ more than their feature lists do.
- Build quality matters more than the platform for speed and search.
- Ask how you would leave before you start, and get the answer in writing.
- Change platform only when the platform is the problem, not the design.

CHAPTER 3 OF 6

Budget and what drives cost

03

Price follows work, and the work comes from a handful of drivers. What each one adds, how to keep it down, and Kookies' own published prices as one reference point.

The short answer

The price of a marketing site comes mostly from six things: how many unique layouts it has, how much goes into the CMS, what it connects to, whether old content has to move, whether design is included, and who writes the copy. Page count matters less than people think. Ten pages that share three layouts can cost less than five pages that are all different.

We do not quote market prices in this guide, because we cannot check them fairly. The only prices here are Kookies' own, from our pricing page, and we label them as ours.

The six cost drivers

When two quotes for "the same site" are far apart, the gap usually sits in one of these rows.

DRIVER	WHY IT ADDS WORK	HOW TO KEEP IT DOWN
Unique layouts	Each one is designed, built and tested on every screen size	Reuse sections across pages; keep one-off layouts for pages that earn them
CMS	Each collection needs fields, a template page and rules for editors	Start with the collections you will really fill; add more later
Integrations	Forms to a CRM, booking tools, email lists, search and payments each need setup and testing	List only the tools you use today; use native connections where they exist
Migration	Old pages and posts must be moved, cleaned and redirected	Delete or merge weak pages before the move, not during it
Design	Design is its own phase, with reviews, before any build	Bring a finished design if you have one, or reuse a design system
Copy	Writing, editing and approval take time on both sides	Have copy ready, or put writing in the scope from day one

Two more things move price without being on any feature list: the deadline, and how many people sign off. A tight date can mean more people on the job. Six approvers can mean more review rounds.

Page count versus layouts

Builders often quote by page count because it is easy to understand. But the work sits in layouts, not pages. Here is how one site, for a made-up company called Whisk, breaks down.

PAGE	LAYOUT	WORK
Home	Unique	Full design and build
Pricing	Unique	Full design and build
About	Built from home page sections	Mostly reuse
Three product pages	One shared product layout	One layout, filled three times
Blog index and post	CMS template	Two templates, any number of posts
Contact	Simple	Small

That is nine pages on paper, but closer to five layouts of real work. When you compare quotes, ask each team how many unique layouts they counted. It explains a lot of price gaps on its own.

Design and build, or build only

If you already have a finished design in Figma, you are paying only for the build. That is usually a smaller project. But "finished" has to mean finished:

- ✓ Every page is designed, not just the home page
- ✓ Desktop, tablet and mobile are each designed, or the rules for them are clear
- ✓ Hover states, menus, forms and error messages are shown
- ✓ Fonts and images are the final ones, with licences
- ✓ CMS pages show what happens with a long title, a short one and no image

If any of these are missing, the builder will have to design them on the fly, or ask you. Either way, it is work. Say up front which parts are not designed yet, and ask for them to be priced.

Migrations and integrations

These two are where quotes most often leave things out, so read these lines with care.

Migrations. A good quote says how many pages and posts move, whether they move as they are or get rewritten, who builds the redirect map, and how the team checks nothing was lost after launch. If a quote just says "migration included", ask what that covers. Our site move playbook walks through the whole job.

Integrations. A good quote lists each tool, what data goes where, and who tests it. "Form connected to CRM" should say which form, which CRM and which fields. If the integration needs a paid plan on the other tool, that cost is yours and usually sits outside the build price.

Kookies' prices, as one reference

These are Kookies' own starting prices from our pricing page. They are not market averages. Every project gets a fixed quote before work starts.

KOOKIES SERVICE	KOOKIES PRICE	USUAL TIME
Landing page	$500	1 week
Website, up to 5 pages, designed and built	From $2,500	3 to 5 weeks
Large site, no page limit	From $3,000	6+ weeks
Figma to Webflow, build only	From $500	1 to 4 weeks
Astro with Sanity	From $2,000	4 to 8 weeks
Framer site	From $1,500	2 to 4 weeks
Website design only	From $1,500	2 to 4 weeks
WordPress to Webflow	From $2,500	3 to 5 weeks
Integrations	From $250	Scoped on a call
Hourly help	$35 an hour	Book what you need

First-time Kookies clients get $500 off any project of $2,000 or more. Our fixed projects are usually paid half upfront and half at launch. Hosting, domains, paid plugins and platform plans are not in our prices: you pay those to the vendor, so the accounts stay yours.

Setting your own range

You can set a sensible range without knowing anyone's price list.

1. Count your unique layouts and CMS collections from the brief.
2. List integrations and say whether content has to move.
3. Decide whether you need design, or only a build.
4. Run the numbers through our cost calculator for one reference, or ask two or three teams for a rough range on the same brief.
5. Add the running costs: platform plan, domain, any paid tools, and support after launch.

> DECISION RULE
>
> If the quotes you get are all far above your range, cut scope before you cut quality. Fewer layouts done well beat many done badly. Launch the core pages first and add the rest after launch.

For more on how timelines and budgets interact on a redesign, see what a website redesign costs and how long it takes.

TAKEAWAYS

- Price follows six drivers: layouts, CMS, integrations, migration, design and copy.
- Count unique layouts, not pages. It explains most gaps between quotes.
- A build-only quote is only smaller if the design is truly finished.
- Migrations and integrations should be listed line by line, not just "included".
- Running costs such as platform plans and support belong in your budget too.

CHAPTER 4 OF 6

Comparing quotes and agencies 04

Put quotes side by side on one grid, read what is left out as carefully as what is in, and ask the same questions of everyone. Then choose the kind of team that fits the job.

The short answer

Put every quote on the same grid, line by line, and look for what is missing as much as what is there. Then ask each team the same short list of questions and check their live work on your own phone. Price is one row on the grid, not the whole decision.

A cheaper quote that leaves out redirects, CMS setup or support is not cheaper. It is a smaller project, and you pay for the gap later.

Put quotes on one grid

Copy this grid into a spreadsheet, one column per quote. Fill a cell only with what the quote says in writing. If it does not say, write "not stated" and ask.

LINE	QUOTE A	QUOTE B	QUOTE C
Unique layouts counted			
CMS collections and templates			
Design included, and review rounds			
Copy written by			
Integrations, listed by tool			
Content moved, and redirects			
SEO basics: titles, descriptions, schema, sitemap			
Analytics and form tracking			
Testing: screen sizes, forms, speed			
Training for your editors			
Support after launch, and what it covers			
Timeline and what it depends on			
Price, payment terms, what is extra			

When the grid is full, the price differences usually make sense. One team counted twelve layouts and another counted six. One includes copy and another expects it from you. Now you can compare like with like, or ask a team to re-quote on the same scope.

What included should mean

"Included" is the most important word in a quote and the least defined. For each line, a good quote answers three things: what exactly, how much of it, and how you know it is done.

VAGUE LINE	WHAT TO ASK FOR INSTEAD
SEO included	Which pages get titles, descriptions and structured data, and who writes them
Responsive design	Which screen sizes are designed, and which are only adjusted in the build
CMS setup	Which collections, which fields, and whether existing content is loaded
Revisions	How many rounds, at which stages, and what counts as a new request
Support	How long, what kind of changes, and how fast replies come
Migration	How many pages and posts, and who checks redirects after launch

None of this needs to be long. A line like "Blog collection with 8 fields; 40 existing posts imported; editors trained in a recorded call" is short and clear.

Red flags

None of these alone means a team is bad. Two or three together should make you slow down.

- ✓ A firm price before anyone asks about your editors, content or tools
- ✓ Promises of rankings, traffic or AI citations. Nobody controls those
- ✓ No live sites you can open, only images or mockups
- ✓ The site would sit in the agency's account, with no plan to move it to yours
- ✓ Support after launch is not mentioned, or is "whatever you need" with no limits
- ✓ A yes to everything, with no questions back
- ✓ The person who sells is not the person who does the work, and you cannot meet the second one
- ✓ Redirects are not mentioned on a redesign of a site that already ranks

A team that says "we do not do that, but here is who does" is often a better sign than one that says yes to every line.

Questions to ask every team

Ask everyone the same questions, in writing if you can, so you can compare answers side by side. We cover a longer list for Webflow in how to choose a Webflow agency.

1. Who will do the work, and can we speak to them before we sign?

2. Which platform would you use for this brief, and why that one?
3. How many unique layouts and CMS collections did you count?
4. How will our team edit the site, and how will you train them?
5. What happens to our current URLs, and who builds the redirect map?
6. Whose accounts will the site, hosting and analytics live in?
7. What is not included that we might expect to be?
8. How do you handle a request that is outside the scope?
9. What support do we get after launch, for how long, and what does it cover?
10. Can we see two live sites you built that are close to ours?

Then check those live sites yourself. Open them on your phone, click through the menus and forms, and run a page through a speed test. You will learn more in ten minutes than from any portfolio deck.

Freelancer, agency or in-house

The kind of team matters as much as the team itself. This is how we see the trade-offs. We are an agency, so weigh our view with that in mind.

	FREELANCER	AGENCY	IN-HOUSE HIRE
Suits	Small, clear jobs with a finished design	Several skills at once, a firm date, ongoing help	A steady flow of work for years
Main strength	Direct contact, often lower cost	Cover for holidays and sickness, a range of skills	Knows your business deeply, always there
Main risk	One person: availability and cover	Being handed to junior staff	Hiring time, and one person's skill set
Ask about	Backup if they are away	Who exactly works on your site	Who reviews their work

For the long version, see Webflow agency vs freelancer, Kookies vs a freelancer and in-house hire or agency.

Making the call

When the grid is full and the answers are in, rank the teams on three things, in this order:

1. **Fit to the brief.** Did they understand the goal and who edits? Did they question anything?
2. **Completeness of the quote.** How many "not stated" cells are left after you asked?
3. **Price for that scope.** Only now compare prices, on the same scope.

> DECISION RULE
>
> If two teams are close, pick the one whose written answers were clearer. How a team writes a quote is how it will write your scope, your updates and your handover notes.

If you want to see how we run a project from first call to launch before you decide, our process page lays out each step and what you get from it.

TAKEAWAYS

- Put every quote on one grid and mark anything not in writing as "not stated".
- "Included" should say what, how much, and how you know it is done.
- Promises of rankings and sites kept in the agency's account are red flags.
- Ask every team the same questions, then check their live sites on your phone.
- Rank on fit and completeness first. Compare price only on the same scope.

CHAPTER 5 OF 6

Contract, ownership and handover

05

Everything your site depends on should be in your company's name, with your builder as a guest. A list of what to own, what to put in writing, and the handover checklist.

The short answer

Every account and file your site depends on should be in your company's name, with at least two people on your team able to get in. Your builder works as a guest you can remove. Put that in the contract, with the scope, payments, revisions, ownership and support, before work starts.

This chapter is practical guidance from how we run projects. It is not legal advice. For a contract with real money or risk in it, ask a lawyer where you are based to read it.

What you should own

Go through this list for every project, new build or redesign. The right column is what to check on handover day.

THING	WHOSE NAME	CHECK ON HANDOVER
Domain name	Your company, at a registrar account you control	You can log in, and renewal is on your card
Platform or hosting account	Your company's account or workspace	Your team are owners or admins
Code repository, for coded sites	Your company's organisation	You can see the code and the deploy settings
CMS project, such as Sanity	Your company's account	Your team are admins
Design files, such as Figma	Your team or a file moved to it	You can open and duplicate them
Fonts	A licence in your company's name, or a free licence	You have the licence terms on file
Photos and illustrations	Licences or written rights for your use	You know where each one came from
Analytics and Search Console	Your company's Google account	Your team hold the owner or admin role
Forms, CRM and email tools	Your company's accounts	Leads arrive where you expect

If a builder has set up something in their own name to save time, that is fine during the build. It just needs a date when it moves to you.

Domain, hosting and workspaces

Domain. The registrant is the person or company the domain is registered to. ICANN, which oversees domain names, says the registrant takes sole responsibility for the registration and must keep its details accurate and current (ICANN). That is a strong reason for the registrant to be your company, not your builder.

Webflow. Webflow has a guest role for this exact case. The client keeps ownership of the Workspace and invites the agency or freelancer as a guest, who can work on its sites without seeing the Workspace's confidential settings. The guest needs an Agency or Freelancer Workspace plan (Webflow help). If the site was built in the agency's Workspace, Webflow lets Freelancer and Agency Workspace plans transfer it to the client, along with its Site plan and connected custom domains (Webflow help).

Coded sites. For an Astro site, the repository, the hosting project and the CMS project should each sit under your company's account, with the builder added as a member. Then removing the builder is one click on each, and nothing has to move.

Analytics and search accounts

These are easy to forget, and painful to recover.

- **Search Console.** Google says a property must have at least one verified owner, or no users will have access to it, and that owners can add and remove other users (Search Console Help). Make sure a verified owner is someone at your company.
- **Google Analytics.** Google says adding or changing users needs the Administrator role, and that the last Administrator cannot remove themselves (Analytics Help). Keep at least two Administrators on your side.
- **Tag managers, ad pixels and CRM.** Same rule: the account is yours, the builder is a user.

If an old agency or freelancer still owns any of these from a past project, sort it out before the new build starts. It is far easier while everyone is still talking.

What to put in writing

A website contract does not need to be long, but it should cover these points in plain words. Use it as a list to check any contract you are sent.

- ✓ **Scope.** Pages, layouts, CMS, integrations, migration and content, as in your quote grid
- ✓ **Price and payments.** The amount, when each part is due, and what is extra
- ✓ **Changes.** How a request outside the scope is quoted and approved
- ✓ **Reviews.** How many review rounds, at which stages, and what approval means
- ✓ **Ownership.** What you own and when, usually on full payment
- ✓ **Accounts.** Whose name every account is in, and when anything moves
- ✓ **Support.** How long after launch, what it covers and what it does not
- ✓ **Confidentiality.** How your logins and unreleased work are kept private
- ✓ **Ending early.** What happens to work and payments if either side stops

Agree all of this before the first payment. Changing terms halfway through a project is much harder than setting them at the start.

What Kookies' terms say

To show what this looks like in practice, here is a plain summary of Kookies' terms of service. These are our terms only, for our own projects. Other teams' terms will differ, and none of this is legal advice.

- Every project starts with a written scope and a fixed price. Work outside the scope is quoted separately before we do it.
- Fixed projects are usually paid half upfront and half at launch. Care plans are billed monthly in advance.
- Once you approve a stage, changes to it may be quoted as new work.
- Once the project is paid in full, you own the design, the content and the code we made for you.
- Platform accounts such as Webflow, Framer, Shopify, Sanity or Vercel are in your name and paid by you to the vendor.
- Every project includes 30 days of support after launch for safe changes, covered in chapter 6.
- We keep your business information, logins and unreleased work private.
- We do not refund work that has already been done, and our total liability for a project is limited to the fees paid for it.

The full wording, including governing law and how disputes are handled, is on the terms page.

The access list and handover day

On handover day, walk through a written access list together. One row per account, with these columns:

ACCOUNT	OWNER AT YOUR COMPANY	SECOND ADMIN	BUILDER ACCESS	REMOVE BUILDER BY
Domain registrar				
Platform or hosting				
Repository and CMS				
Design files				
Analytics, tag manager, Search Console				
Forms, CRM and email				

Alongside it, ask for a short handover note: where every form sends leads, which tools are connected, how to publish, and who to call for what. Test each form while you are together. Our website handover checklist has the full list to copy.

DECISION RULE

If you cannot log in to something yourself on handover day, it is not handed over yet. Do not sign off until every row has a name from your team.

TAKEAWAYS

- Every account and file the site depends on should be in your company's name.
- Your builder should be a guest or member you can remove, not the owner.
- Keep at least two admins on your side for the domain, platform, analytics and Search Console.
- Put scope, payments, changes, ownership, accounts and support in writing before work starts.
- This is practical guidance, not legal advice. Have a lawyer read any contract that matters.

CHAPTER 6 OF 6

After launch

06

Launch is the start of the site's life, not the end of the project. What support should cover, how to choose between a care plan, hourly help and doing it yourself, and a 90 day check plan.

The short answer

Agree before you sign what happens after launch: how long support lasts, what it covers, and what comes after it. Then spend the first 90 days checking a short list on a schedule: forms and tracking in week one, search and speed in the first month, real results by month three.

Most problems with a new site show up after launch, when real visitors, real editors and real data arrive. A plan for that period matters as much as the build.

What a support window should cover

Almost every builder offers some support after launch. The words vary a lot, so pin down three things.

QUESTION	A CLEAR ANSWER LOOKS LIKE
How long?	A number of days from the launch date
What kind of changes?	A list: fixes to what was built, small content changes, and what is out
How fast?	How you send requests and how quickly you hear back

The fair line is usually this: anything the builder made that does not work as agreed gets fixed, and small safe changes are covered for a while. New pages, new sections and redesigns are new work. If that line is not written down, expect friction over it later.

Kookies' 30 days of support

As one example, this is how our own support window works, from our pricing and our terms.

- Every Kookies project includes 30 days of support after launch.
- It covers safe changes: copy edits, image swaps, colour tweaks and link updates.
- It covers fixes to anything we built that does not work.
- New sections, page redesigns and new features are not part of it. We quote those separately, or they are covered by a care plan.

We keep it narrow on purpose, so it is clear. Thirty days is also long enough for you to see how often you really need help, which is the best input for the next decision.

Care plan, hourly or in-house

After the support window, you have three main options. The right one depends on how often your site changes.

OPTION	SUITS	KOOKIES' VERSION
Hourly help	A few changes a month, or a few a year	$35 an hour, logged in 15 minute steps, with a cap you set
Care plan	New pages and changes every week, with no developer on staff	$4,000 a month, or $3,000 a month on a 6-month term; unlimited requests, worked one at a time
In-house	So much work that a full-time person is busy	Not ours: a hire on your team
Do it yourself	Content changes your editors can make alone	Covered by the training at handover

The prices in the right column are Kookies' own. On our care plan, small fixes usually land within 24 hours and a new page of about five sections usually takes 2 to 3 days. Migrations are quoted as their own projects, not part of the plan. See the Webflow care plan, the Astro care plan and how hourly work runs.

> DECISION RULE
>
> Count your change requests in the first 30 days. A handful means hourly is cheaper. Several a week, every week, means a plan or a hire will cost less than waiting.

The first 90 days

Put these checks in a calendar, with a name beside each.

WHEN	CHECK	LOOKING FOR
Day 1 to 3	Send every form, check where leads land, check tracking events	Anything broken at launch
Week 1	Old URLs, if you redesigned: do they redirect to the right page?	404s and wrong targets
Week 2	Search Console Pages and Sitemaps reports	Crawl errors, pages not indexed
Week 4	Speed on your top pages, on a phone	Pages slowed by new scripts or large images
Week 4	Editors: what did they try to change, and what stopped them?	Training gaps or build limits
Month 2	Leads and bookings against the goal in your brief	Whether the site does its main job
Month 3	A short written review: what worked, what to fix, what to build next	The plan for the next quarter

If you moved from an old site, our first 30 days chapter of the site move playbook has a more detailed schedule for search.

What to measure

Go back to the goal from chapter 1. That is the main number. Everything else explains it.

- **The goal metric.** Bookings, sign-ups, enquiries or whatever you wrote in the brief. Compare it with the same period before launch, and with the same weeks last year if your business is seasonal.
- **Conversion on key pages.** Of the people who reach pricing or the demo page, how many act?
- **Search.** Impressions and clicks on the pages that matter, in Search Console.
- **Editor time.** How long does it take your team to publish a post or a page? If it is getting longer, something in the build or training needs fixing.

Measurement only works if tracking was set up right. If you are unsure, our tracking setup guide shows what a sound setup looks like.

When to fix it yourself and when to call

A simple split saves money and time.

YOU CAN USUALLY FIX	CALL YOUR BUILDER
Typos, copy and images in the editor or CMS	Something the builder made that does not work as agreed
New blog posts and CMS items	A form that stopped sending leads
Swapping a link or a button label	Layout breaking on a screen size
Unpublishing an old post	Anything touching the domain, DNS or redirects

Keep a short running list of things you notice in the first weeks, and send them in one batch rather than one at a time. It is quicker for everyone, and on hourly work it is cheaper. For a wider view of what tends to break once a site is live, read what breaks after launch.

TAKEAWAYS

- ✓ Agree the support window before you sign: how long, what kind of changes, how fast.
- ✓ Kookies includes 30 days of safe changes and fixes after every project; new work is quoted.
- ✓ Choose hourly, a care plan or a hire by counting real change requests in the first month.
- ✓ Check forms and tracking in week one, search and speed in month one, results by month three.
- ✓ Measure against the goal in your brief, not just traffic.

QUESTIONS

Questions people ask.

What should I prepare before asking for a website quote?

A one-page brief with the main goal, a list of pages, who will edit the site after launch, the deadline and a budget range. Send the same brief to everyone so the quotes can be compared. Our post on how to write a website brief has a template.

Which platform should I choose for a marketing site?

Choose for the people who will run it. Who edits, how custom the site is, who hosts it and whether you need to own the code settle most cases. Chapter 2 has decision rules for Webflow, Astro with Sanity, Framer and WordPress.

How much does a website cost with Kookies?

Kookies charges $500 for a landing page, from $2,500 for a website of up to 5 pages and from $3,000 for larger sites. Every project gets a fixed quote before work starts. These are our prices, not market averages; see pricing.

Why are two quotes for the same site so different?

Usually because they are not quotes for the same site. One may count more unique layouts, include copy, or cover migration and redirects that the other leaves out. Put both on one grid, line by line, and ask about anything not stated.

Who should own the domain and the website accounts?

Your company. The domain, platform or hosting account, code repository, CMS, design files, analytics and Search Console should all be in your company's name, with your builder added as a guest or member you can remove.

Is this guide legal advice?

No. It is practical guidance from how we run our own projects. For a contract with real money or risk in it, ask a lawyer where you are based to read it.

What support do I get after Kookies launches my site?

Every Kookies project includes 30 days of support after launch for safe changes, such as copy, image, colour and link updates, and fixes to anything we built that does not work. New sections, redesigns and new features are quoted separately or covered by a care plan.

Should I get a care plan or pay by the hour?

Count your change requests in the first month after launch. A few a month suits hourly help, which is $35 an hour at Kookies. New pages and changes every week suit a care plan. See hourly work and the care plan.

Keep going

- How to write a website brief
- How to choose a Webflow agency
- Webflow agency vs freelancer
- Website handover checklist
- Pricing
- Our process

Estimate your project with the free cost calculator

Kookies. www.kookies.io. hello@kookies.io