Score every agency or freelancer on the same 10 questions

Ask each question on the call. Score the answer 0 (red flag), 1 (partly) or 2 (strong). Compare totals across up to three candidates. Under 12 of 20 is a risk.

#	QUESTION, A STRONG ANSWER AND A RED FLAG	CANDIDATE A	CANDIDATE B	CANDIDATE C
1	**Show me two B2B SaaS sites you designed and what changed after launch** 2 pts Live sites, a number they measured, a name or a reference 0 pts Dribbble shots only, no results			
2	**Who exactly will design and build our site?** 2 pts Names, the people on this call 0 pts "Our team", someone you haven't met			
3	**What do you need from us, and when?** 2 pts A list: brief, content, access, reviews, with dates 0 pts "Nothing, we handle it all"			
4	**Who writes the copy?** 2 pts A clear answer and a price, or a copywriter they work with 0 pts Placeholder text until you send yours			
5	**How do you protect SEO when we move from our current site?** 2 pts A redirect map, content parity, Search Console checks after launch 0 pts No answer, or "Google will figure it out"			
6	**Which platform will you build on, and why?** 2 pts A recommendation tied to who will edit the site 0 pts The one platform they always use			
7	**Whose accounts are the site, the domain and the design files on?** 2 pts Yours, from day one 0 pts Theirs, "for convenience"			
8	**What does a new page cost after launch?** 2 pts A price, or "you can build it yourself from the system" 0 pts It depends, every time			
9	**What does the price include, and what is extra?** 2 pts A written scope: pages, rounds of changes, launch support 0 pts One number with no scope			
10	**What happens if the project runs late?** 2 pts Dates, a weekly update, what moves if it slips 0 pts Vague comfort			
	Total, out of 20			

16–20
Strong. Check references and the written scope.

12–15
Workable. Fix the weak answers in the contract.

Under 12
A risk. Ask again, or keep looking.

From "Agency, freelancer, in-house or template: who should build your SaaS website? (2026)" dixi.agency/blog/agency-vs-freelancer-vs-template-saas-website