

Before you choose a website agency

Make sure you're comparing
apples with apples



Not all website quotes include the **same things**

Some agencies include strategy, copywriting and SEO from day one. Others charge extra, skip parts of the process, or leave important decisions until development has already started.

This guide will help you understand what's included in our websites, why it matters, and the questions worth asking before you invest.



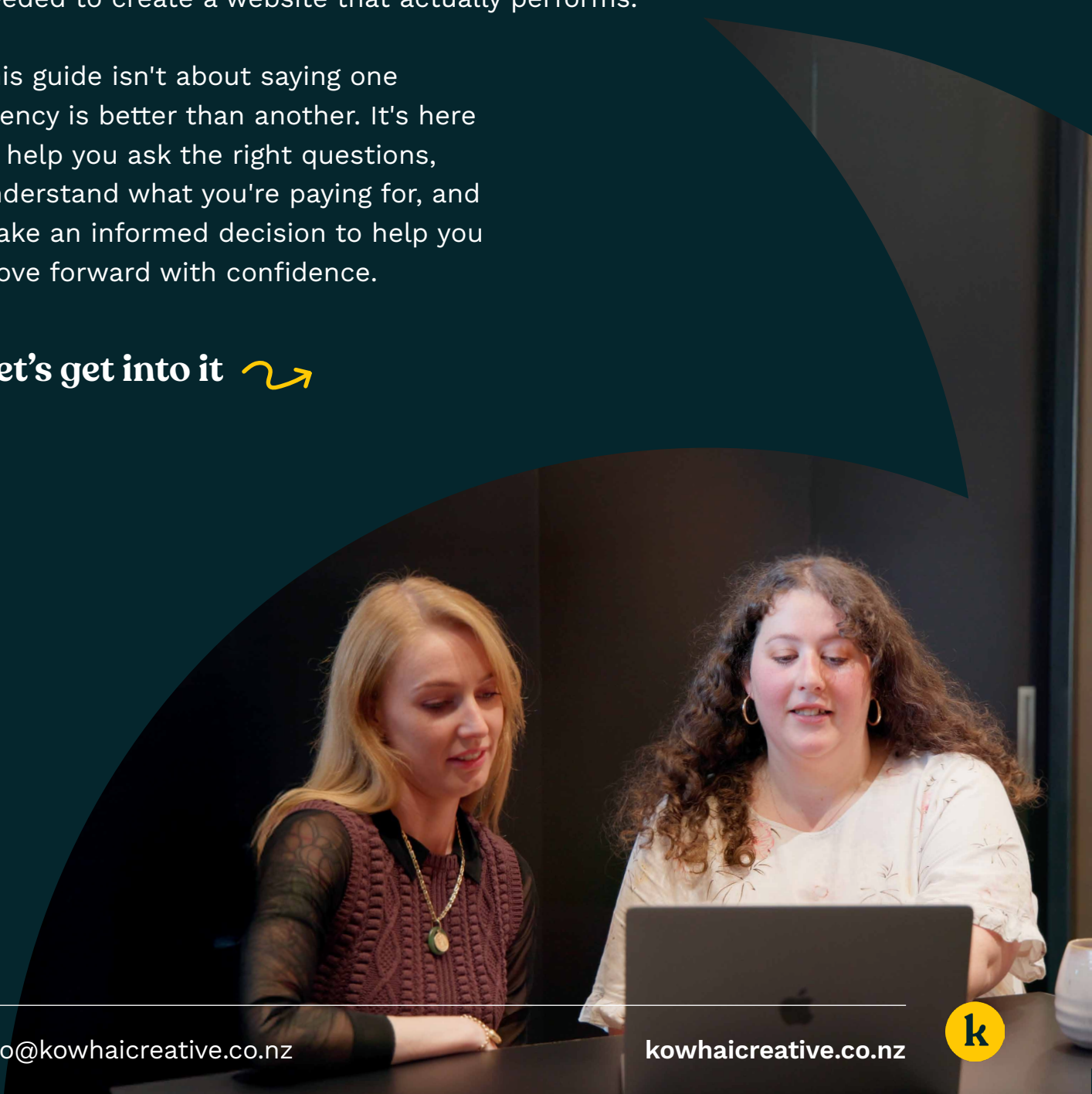
Why we created this guide

Website quotes can be difficult to compare.

One proposal might look thousands of dollars cheaper than another, but it may not include the strategy, copywriting, SEO, training or systems needed to create a website that actually performs.

This guide isn't about saying one agency is better than another. It's here to help you ask the right questions, understand what you're paying for, and make an informed decision to help you move forward with confidence.

Let's get into it ↪



Website Strategy

Why it matters

A great website doesn't start with design.
It starts with a plan.

Without a clear structure, pages often need to be rebuilt later, content gets duplicated, and important opportunities are missed.



Questions to ask other agencies:

- Will I see the full website structure before development starts?
- How do you decide what pages my website needs?
- Is the content planned before anything is designed?

How Kōwhai does it:

- Discovery workshop.
- Keyword research.
- Complete strategy, sitemap and page structure.
- Content plan before development starts.

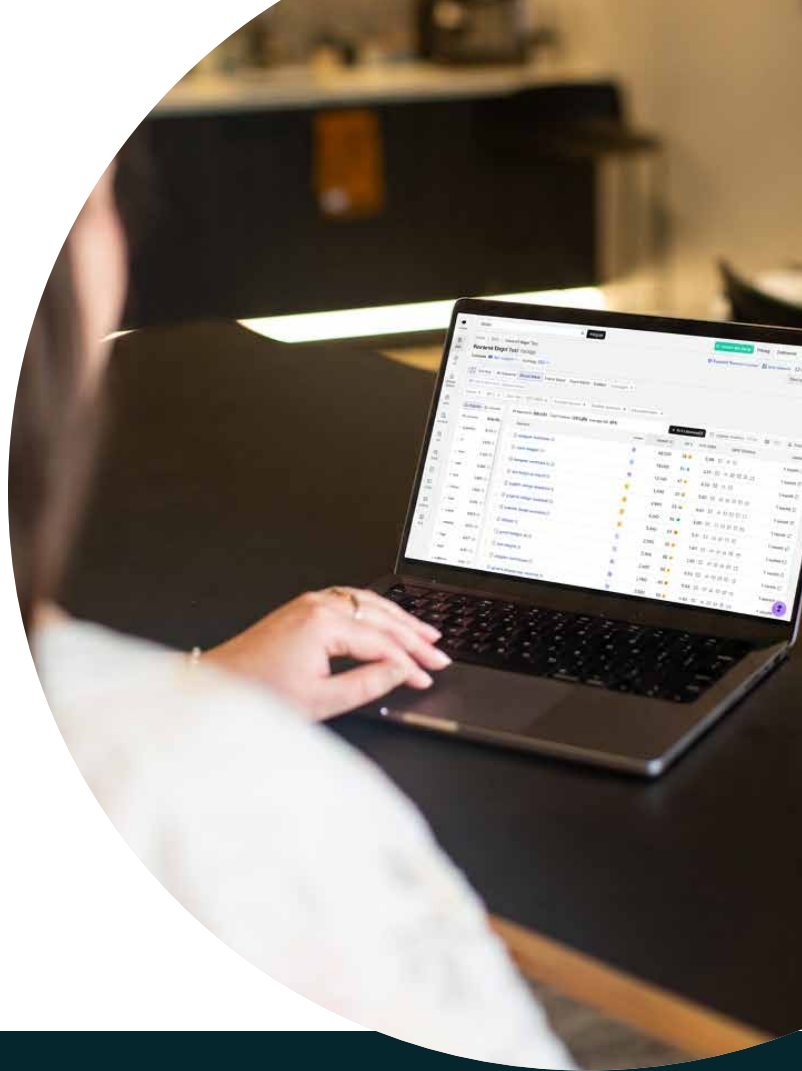
- Strategic planning so repeating or ongoing content only needs to be built out once.

We don't build the plane while we're flying it.

Keyword Research

Why it matters

Your customers aren't searching for your business name. They're searching for the services you provide across both search engines and AI platforms. Expert keyword research helps your website appear when those searches happen.



Questions to ask other agencies:

- How do you decide which keywords go on each page?
- How do you avoid pages competing against each other?
- Will I receive the data/research and an explainer resource afterwards?

How Kōwhai does it:

- Research how your customers actually search.
- Group keywords logically across your website.
- Provide recommendations before any copywriting starts.
- Supply a spreadsheet and video explaining everything in plain English.

Copywriting

Why it matters

Even the best-designed website won't work if the words don't connect with your audience.

Clear messaging helps people understand who you are, trust your business and take action.



Questions to ask other agencies:

- Is copywriting included?
- Who writes it?
- When does it happen?
- How involved am I in the process?

How Kōwhai does it:

- Copywriting is included as standard practice. We take the keywords from the previous step and write your website before the design begins so everyone agrees on the messaging before development starts.
- That means fewer revisions and a much smoother design process.
- We ensure you're involved in this process as our subject matter expert.

Easy Website Editing

Why it matters

Your website shouldn't require a developer every time you want to add a staff member or publish a blog.



Questions to ask other agencies:

- Can I update my own website? If so, how much of it can I update?
- Will I receive access immediately?
- Is training included?
- Will I need to keep paying for simple updates?

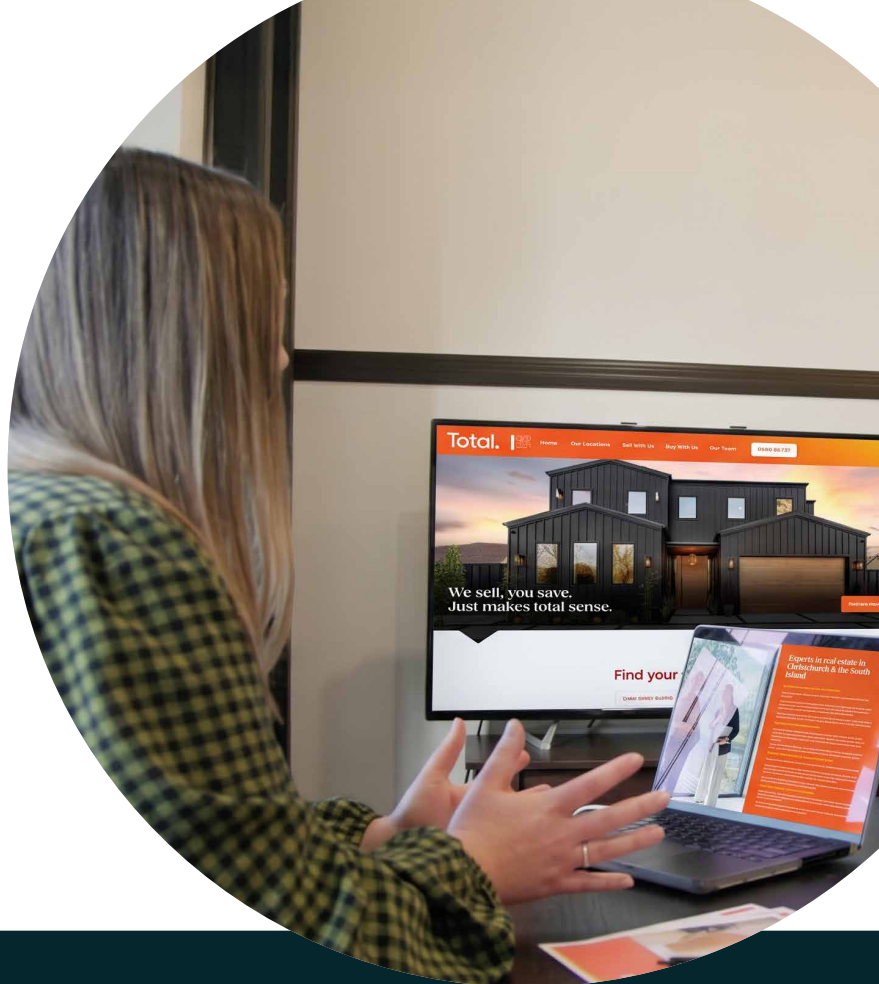
How Kōwhai does it:

- We build your website using Webflow.
- That means you can update blogs, case studies, projects, team members and other content through simple forms without affecting the design.
- If you ever get stuck, we'll record a quick video to show you exactly what to do.

Homepage review

Why it matters

The homepage sets the direction for the entire website. Approving it early means everyone knows exactly where the project is heading.



Questions to ask other agencies:

- At what stage during the design phase will I be able to provide feedback?
- How does your process mitigate the need for revisions?
- Does the website that goes live match exactly what I've been shown prior to this point?

How Kōwhai does it:

You review and approve your homepage before we build the rest of the website. That gives you confidence we're heading in the right direction and avoids major changes later.

Post-home page approval, we design the full website based on this direction. As the site progresses, we provide you with a staging link showing exactly what the site will look like once launched. That ensures no surprises when the site goes live.

Built to grow with your business

Why it matters

Your website should grow with your business, not hold it back.

As your business evolves, you might add new services, launch campaigns, integrate new software or refresh your brand. A well-built website makes those changes straightforward without needing to start from scratch.



Questions to ask other agencies:

- Will my website be custom built or based on a template?
- How easy will it be to add new features or pages in the future?
- What happens if I want to change or expand my website later?
- How are backups managed if something goes wrong?

How Kōwhai does it:

We build our websites with complete creative flexibility, no restrictive templates or expensive plugins that require maintenance.

That means your website is built specifically for your business, not adapted from someone else's. As your business

grows, your website can grow with it, whether that's new pages, new tools, added functionality or a design refresh.

Behind the scenes, your website is automatically backed up whenever changes are made, so previous versions can be restored if needed.

What's included with **every** Kōwhai website

- ✓ Website strategy
- ✓ Keyword research
- ✓ Copywriting
- ✓ UX planning
- ✓ Custom design
- ✓ Webflow development
- ✓ Mobile optimisation
- ✓ CMS setup
- ✓ Basic SEO
- ✓ Website training
- ✓ Full website access
- ✓ Personal video tutorials
- ✓ Launch and ongoing support when you need us

