

Webflow agency checklist

Use it while you compare. Tick it off for each agency you talk to.

Tip: click a box to tick it. Fill in the agency name, then save a copy for each agency.

Agency name

Before you contact anyone

- ☐ I know my main goal (leads, sales, brand, migration or speed)
- ☐ I listed the pages, CMS content types and integrations I need
- ☐ I have a realistic budget range and a target launch date
- ☐ I know who approves design and content
- ☐ I decided between an agency, a freelancer and an in-house hire

Webflow expertise

- ☐ Webflow is their main platform, not a side service
- ☐ I checked their listing in Webflow's partner directory
- ☐ They build natively in Webflow
- ☐ They have handled CMS, integrations and custom interactions
- ☐ They would tell me if Webflow is not the right fit

Portfolio and proof

- ☐ I opened their live sites and tested them on my phone
- ☐ Case studies show the goal, the approach and the result
- ☐ They have built projects like mine
- ☐ Third-party reviews match what they claim
- ☐ They will connect me with a past client
- ☐ Their own website is fast and clear

Process and communication

- ☐ They started with discovery questions
- ☐ They gave a timeline with milestones
- ☐ I know who will work on my project
- ☐ Feedback and revision rounds are defined
- ☐ They reply fast and clearly

SEO, speed and scalability

- ☐ SEO is part of the build
- ☐ They have a redirect plan if I am migrating
- ☐ They check page speed and mobile performance
- ☐ The site structure can grow without breaking
- ☐ My team can edit content without a developer

Pricing and contract

- ☐ The quote lists what is and is not included
- ☐ I understand the pricing model
- ☐ I know the ongoing costs (Webflow plan, maintenance, tools)
- ☐ The price is in line with other quotes
- ☐ Revision limits and extra work rates are in writing
- ☐ Payments are tied to deliverables

After launch

- ☐ I know who owns the project, files and assets
- ☐ Support or a maintenance plan is offered, and I know what it covers
- ☐ They will train my team
- ☐ I know what happens if I switch agencies later

Red flags that should make you pause

Tick any you see. Even one is a reason to slow down.

- ☐ No Webflow-specific portfolio
- ☐ No live links
- ☐ Vague timeline or deliverables
- ☐ No mention of SEO or speed
- ☐ No post-launch plan
- ☐ Pressure to sign fast
- ☐ Guaranteed rankings

How to use your result

If an agency misses a few items in one group, ask follow-up questions.
If it triggers any red flag, think twice before you move ahead.