

Website Provider Confidence Checklist

Use this before approving a monthly invoice, a website launch, or a provider handover.

You do not need to understand every tool.

You need clear answers, ownership, and proof that connects the work to your business.

1. Your business owns the keys

- ☐ The domain, hosting, analytics, and advertising accounts belong to the business.
- ☐ The owner controls recovery, billing, and two-factor authentication.
- ☐ There is a current list of provider access that can be removed later.

2. The website works for customers

- ☐ Phone numbers, hours, offers, and service details are current.
- ☐ The main form was tested on the live site and reached the right inbox.
- ☐ Important pages work on a phone, and old links reach the right replacement.

3. You can see useful results

- ☐ Real calls, forms, bookings, or sales are separated from page views.
- ☐ Important actions were tested and appeared in the correct account.
- ☐ Missing data is labelled insufficient data, with a plan to fix the gap.

4. You know what you are paying for

- ☐ The invoice matches the written scope and reporting period.
- ☐ Completed work is listed with the reason and the verified result.
- ☐ Advertising spend is separate from management, hosting, and project fees.

5. The risks are visible

- ☐ Domain renewal, email, forms, security, privacy, and ad spend were reviewed.
- ☐ Open items have an owner, a date, and a plain-English business effect.
- ☐ Problems stay open until the provider retests and proves the result.

6. The next decision is clear

- ☐ The overall status is under control, needs attention, action required, or insufficient data.
- ☐ The report ends with one prioritized next action, not another long list.
- ☐ Your approval is recorded before risky changes or advertising spend.

Ask these five questions

1. What changed?
2. How many real enquiries can we verify?
3. What is not measured?
4. What does my business own?
5. What needs my decision next?