Shopify agency scorecard

Score up to three agencies on the ten things that decide whether a Shopify project works. Give 2 points for a clear yes with evidence, 1 for partly or no evidence, and 0 for no.

WHAT TO CHECK	WHAT GOOD LOOKS LIKE	AGENCY A	AGENCY B	AGENCY C
	Write the agency names in the boxes			
1. Shopify focus	Most of their live stores are on Shopify, and they can show recent ones like yours.	☐	☐	☐
2. Published prices	Prices or day rates on their own website, with VAT stated.	☐	☐	☐
3. Contract and billing	No long minimum term; you know the notice period and when you are billed.	☐	☐	☐
4. Who does the work	In house designers and developers, named before you sign.	☐	☐	☐
5. Response time	A stated reply time, and a clear way to raise requests.	☐	☐	☐
6. Guarantee	Development work guaranteed for a set period after launch.	☐	☐	☐
7. Ownership	You own the theme code, the ad accounts, the data and the domain.	☐	☐	☐
8. Results with figures	Case studies with numbers, from clients you could contact.	☐	☐	☐
9. Reporting	Monthly reports on revenue, orders and cost per sale, not clicks alone.	☐	☐	☐
10. Fit	They asked about your margins, data and launch date before quoting.	☐	☐	☐
Total out of 20		☐	☐	☐

16 or more: shortlist. 10 to 15: ask more questions. Under 10: walk away.

Fill the boxes on screen in most PDF readers, or print the page and score with a pen.

Questions for the first call

Ask every agency the same questions, write down what they say, then score them on page 1. The answers matter less than whether they are specific.

Ten questions to ask

1. Which Shopify stores like ours have you built or grown in the last year?
2. Who exactly will work on our store, and are they employees?
3. What does the first three months cost, all in, plus VAT?
4. What is the notice period, and are we billed in advance or in arrears?
5. How do we raise a request, and how quickly do you reply?
6. What happens if something you built breaks after launch?
7. Who owns the theme code, ad accounts and data if we leave?
8. Which results can you show with figures, and can we speak to that client?
9. What will you report each month, and against which targets?
10. What would you change first on our store, and why?

Five red flags

- No prices anywhere until a call, and a quote that arrives without questions about your store.
- A twelve month minimum term, or fees taken in advance for work not yet done.
- Ad accounts or analytics set up in the agency's name rather than yours.
- Reports built around clicks, impressions and rankings, with no revenue in sight.
- Case studies without a single number, or results no client will confirm.

How Why Matters answers them

- Prices published: builds from £650, retainers from £650 a month, all plus VAT.
- Retainers billed one month in arrears, with no long contract.
- Replies within 24 hours by email, phone or a weekly call.
- A 3 month guarantee on every development project.
- Ad accounts we set up always belong to you.

Book a 30 minute call: whymatters.co.uk/contact-us