Checklist: before you order a website

What to prepare, what to ask and what to get in the offer

Go through it with a pen before you meet the supplier, and before you sign a contract or pay a deposit. Three parts: what to prepare, what to ask and what to get in the offer and the contract. Tick the box when an item is done.

A. What to prepare

You can do most of it in one afternoon and save weeks of waiting.

What	Why	Done
The goal of the site: one sentence on what it should achieve, and a number to track	With a goal the maker can propose what belongs on the site, and you can tell if it worked.	[ ]
A list of services with a price or the rule the price follows	The site's content and prices come from it; the maker need not guess.	[ ]
Texts, or at least points: what you do, for whom, for how much, what sets you apart	Without them the maker invents what to write. Points are enough.	[ ]
Five to ten photos of your own and a logo, if you have one	A licence for other people's photos covers only the contract's purpose (section 61 of the Copyright Act); your own photos are yours.	[ ]
Contacts and company details: phone, e-mail, address or area served, opening hours, registered office, IČO, register entry (see ARES)	They belong on the site and in the contract.	[ ]
Domain and accounts: who holds the domain and who owns the accounts, and access to them if they already exist	A .cz domain has one holder, free to do as they like with it (CZ.NIC): it should be you or your company. Without access the launch is delayed.	[ ]
How many pages, and what the customer's main step is	The scope of the offer follows from it, and so does telling if the site works.	[ ]
Who approves the site, and who looks after it after launch, for how much	One person approves, not three. Agree the care and its price in advance.	[ ]

B. What to ask the supplier

Ask every supplier the same ten questions and compare the answers. A good answer is on the left, a warning sign on the right.

Question	A good answer	A warning sign	Done
1. Who holds the domain?	You or your company, you can see it in WHOIS	“We manage the domain, it is with us”	[ ]
2. Whose name are the hosting and the e-mails under?	Yours, the supplier has access	Accounts only in the supplier's name	[ ]
3. Will I get the source files?	Yes, in writing, with a date	The code is “our know-how”	[ ]
4. What may I do with the photos and texts?	A licence described in the contract, the origin of the photos	“That is included in the price” and nothing more	[ ]
5. Fixed price or hourly?	Fixed for the build, an agreed estimate for changes	Hours with no estimate and no cap	[ ]
6. What happens at the end?	A deadline, a list of what is handed over, nothing withheld	A fee for “releasing” the site	[ ]
7. Access	Administrator, hosting, domain	An editor account only	[ ]
8. A data processing agreement	They offer one where personal data is processed	“GDPR does not concern us” for a form	[ ]
9. Speed and accessibility	A measurable target you can check	Only “modern and fast”	[ ]
10. References	Live sites, a contact at the client	Only pictures with no addresses	[ ]

C. What to get in the offer and the contract

What	Why	Done
A fixed price, not just an estimate	A fixed price cannot be raised because the work took more effort (section 2620 of the Civil Code). For an estimate the contractor must warn you in good time of a substantial overrun (section 2612). Hourly rates suit later changes, with an agreed estimate.	[ ]
The deadline, when it starts to run, and the rounds of comments in the price	A good offer states the price, the deadline and, explicitly, when it starts to run. You know in advance how many changes are included and from when extra work is charged separately.	[ ]
The licence and the source files in writing	Under section 58 (7) of the Copyright Act a program made to order counts as an employee's work only if nothing else is agreed: have it written that you get all the source files, and when. A licence for photos, graphics and texts reaches only as far as the contract's purpose (section 61).	[ ]
Access at the handover	Administrator access with the highest rights, not just an editor account, plus the hosting and the domain. If the supplier disappears, nobody else can take the site over.	[ ]
Care after launch and the notice period	The length of the care, its price, the notice period and what you get when you leave and by when: source files, a database export, uploaded media.	[ ]

Next step

Website audit by e-mail (in Czech)

Already have a site you want to replace or fix? You enter the address of the site and your e-mail, confirm a link, and the report with what to fix first and a PDF arrives in your mailbox. socionet.cz/nastroje/audit-webu/

Consultation

Want to ask something right away? Pick a time in the calendar and I will call you for 15 minutes. socionet.cz/en/consultation/

Not legal advice. References to Czech law as of 16 November 2026. Sources (in

Czech): socionet.cz/blog/jak-vybrat-tvurce-webu/