



IR Website Provider Evaluation Checklist

Use this guide to compare providers on the factors that affect the website long after launch.
Confirm that each proposal answers the same questions.

PROVIDER A	PROVIDER B	PROVIDER C
CONFIRMED		A B C
01 The design is custom and consistent with the corporate brand	☐	☐
02 Navigation makes current and historical investor content easy to find	☐	☐
03 The experience is responsive across desktop, tablet and mobile	☐	☐
04 Required stock, filing, news and financial feeds are clearly defined	☐	☐
05 The content management workflow fits the internal team	☐	☐
06 Accessibility is addressed through design, code and content practices	☐	☐
07 Hosting, security, backups and recovery are documented	☐	☐
08 Support expectations and response channels are clear	☐	☐
09 Setup, monthly and optional costs are transparent	☐	☐
10 Ownership and content portability are understood	☐	☐
NOTES		