

Magento Agency Evaluation Checklist

Compare development agencies side by side. Score on 32 criteria + 7 red flags.

Agency:

Date:

1 Certifications and Partner Status

AD0-E710 (Commerce Developer) certified team members on staff

AD0-E718 (Commerce Architect) certified team members on staff

AD0-E722 (Commerce Cloud Developer) certified team members on staff

Number of certified devs assigned to MY project (not company total)

Adobe Solution Partner status (Bronze / Silver / Gold / Platinum)

Proof provided (certificates or Adobe Learning portal screenshots)

2 Portfolio and Industry Fit

Case studies exist for my industry or similar catalog size

Measurable results shown (revenue uplift %, speed, conversions)

At least 2 reference clients available for direct conversation

References contacted and feedback positive

Experience with my business model (B2C, B2B, multi-store, marketplace)

Hyvä frontend or headless architecture experience (if relevant)

3 Hosting and Infrastructure Expertise

Clear server stack recommendation (PHP 8.3/8.4, OpenSearch, Redis/Valkey)

Preferred hosting provider named with reasoning (e.g., AWS Sydney)

Auto-scaling plan for traffic peaks explained (Black Friday, EOFY)

Disaster recovery and backup strategy documented

Hosting treated as core competency, not outsourced afterthought

4 Post-Launch Support and Maintenance

SLA defined: critical issues < 4 hours, standard issues < 24 hours

Monthly maintenance cost or hourly rate stated (AUD ___/hr)

Includes security patching, extension updates, performance monitoring

Handover process for in-house team (documentation, knowledge transfer)

Long-term partnership model (not just project-based engagement)

5 Development Process and Team

Uses Git for version control

Separate staging and development environments

Automated testing (unit, integration) in place

CI/CD pipeline for deployments

Team size sufficient for backup (no single-point-of-failure developers)

Project manager or dedicated point of contact assigned

6 Commercial Terms

Fixed-price contract with milestones (not vague time-and-materials only)

Detailed quote based on written requirements document

Melbourne or AU timezone communication confirmed

IP ownership and code handover terms clear in contract

! Red Flags

Any item checked = automatic concern, regardless of total score.

Promises unrealistic timelines ("full store in 4 weeks")

No staging environment or deploys directly via FTP

Cannot name specific certified developers for your project

No post-launch support plan or "we'll figure it out later" attitude

No references provided or refuses reference calls

Treats hosting as irrelevant ("just use any shared hosting")

No specialized managed hosting partner (runs hosting in-house or uses generic providers)

Scoring

Count your check marks from sections 1–6 (items 1–32):

25–32: Strong partner. Proceed with confidence.

18–24: Good potential. Clarify weak points before signing.

12–17: Gaps exist. Negotiate improvements or keep searching.

< 12: Not a fit. Move on.

Your Score

Auto-calculates in Adobe Acrobat. Otherwise enter manually.

Score: **/ 32** **Red Flags:** **/ 7**

Rating:

Notes: