

Web Development Proposal Scoring Rubric

Score each proposal out of 100 across these 10 criteria.

Technical fit (20pts)

Does the proposed stack match your needs? Next.js + Astro + headless CMS for modern marketing sites; .NET / Drupal only if you have specific reasons.

Lighthouse + CWV guarantee (10pts)

Does the proposal commit to specific Lighthouse scores (90+) and Core Web Vitals targets?

Schema markup baked in (10pts)

Article, FAQPage, Service, BreadcrumbList schema by default. Critical for AI search citation.

AI / GEO readiness (10pts)

Will the site get cited by ChatGPT / Perplexity / Google AI Overviews? Answer-first format, FAQ-everywhere, semantic HTML.

Code ownership (10pts)

Do you get the GitHub repo? No vendor lock-in. Can a new agency take over without rebuilding.

Named senior engineer (10pts)

A specific named engineer (not "a senior engineer") on your project. Avoid bait-and-switch.

Timeline + milestones (10pts)

Defined weekly milestones with demo dates. Not "we will deliver in 12 weeks" -- "week 3 demo: nav + 3 templates".

Fixed-fee pricing (10pts)

Fixed price for defined scope. T&M only for genuinely undefined scope.

Post-launch support (5pts)

30-90 day post-launch support included. Bug fix SLA defined.

Portfolio relevance (5pts)

3+ projects similar in scale and complexity to yours, with public URLs.