

Company Name HERE

Enter a "1" in the appropriate column

Weight	Scoring Category	Requirements	Does not satisfy	Satisfies some	Average	Mostly satisfies	Satisfies all	Total	Area Total
<b>Strength of past projects (20)</b>									-
5	Strong, quality work examples							-	
3	Experience rebuilding a legacy website with large amounts of content							-	
3	Experience or expertise in catering a website to multiple audiences							-	
2	References speak highly of the firm and their work							-	
2	A proven history of tracking analytics and using data to inform website updates							-	
2	Able to develop a project plan with timeline and deliverables that show an ability to deliver from concept to implementation							-	
1	Shows the ability to work with an organization over an extended period and adapt their work to adjust as needs change							-	
1	Able to assist with search engine optimization and provide guidance on content and design that will improve SEO for important keywords							-	
1	Experience working with nonprofits							-	
<b>Team Makeup (13)</b>									-
5	Team member resumes show relevant experience							-	
3	Plan includes an appropriate amount of hours per week dedicated to web redesign and ongoing maintenance.							-	
3	All or most of the team is in-house rather than work being contracted out							-	
2	Ability to react quickly in case of emergency (site down, etc.)							-	
<b>Interactivity (12)</b>									-
4	Shows a history of experience with interactive elements, including links or screenshots of past work.							-	
4	Presents good, practical interactivity ideas that can be implemented in our site.							-	
4	Experience with interactive technologies, like AI chatbots, augmented reality, gamification, etc.							-	
<b>Equity-Driven (12)</b>									-
5	Organization is minority-owned and/or female-owned							-	
4	Work history demonstrates a commitment to equity and valuing voices of community							-	
3	Has experience working across diverse groups of people							-	
<b>Integration capabilities (10)</b>									-

5	Plan/proposal shows the ability to seamlessly implement various other platforms onto a website (for example, our Galaxy Digital volunteer portal, Ignite, Phone2Action, etc.)								-	
5	Has experience integrating third party platforms through API or other connections within a website rather than just linking to the external site.								-	
<b>Cost/Value (10)</b>										
5	The cost of rebuilding the website. This should measure the value we are getting, not necessarily just the cost.								-	
5	The cost of regular upkeep and improvements. This should measure the value we are getting, not necessarily just the cost.								-	
<b>Regional Familiarity (10)</b>										
4	Candidate is located in Wayne, Oakland, Macomb or Washtenaw counties.								-	
3	Candidate has created or worked on websites for companies located in Wayne, Oakland, Macomb or Washtenaw counties.								-	
3	Organization is a small business								-	
<b>Accessibility (7)</b>										
4	Shows proven examples of accessibility work with other websites and a strategy for implementing and improving accessibility on our site.								-	
3	Presents a specific plan on how to ensure our site will be Section 508 and WCAG (2.2) compliant.								-	
<b>Design ideas/examples (6)</b>										
3	Provided design examples and ideas are visually and functionally pleasing and would present an upgrade over our current site.								-	
3	Demonstrates knowledge and ability to keep on top of the latest design trends								-	

100

**Sum of  
Entries**

**0 - -**

Error, recheck above