

ALKALI

RFP Scoring Matrix

A weighted scorecard for comparing website proposals. Unweighted comparison quietly becomes a price comparison; weighting forces the criteria that predict a good outcome to count for more than the number at the bottom of the quote.

How to use it: score each proposal 1 to 5 per row, multiply by the weight, and total the column. The weights are prefilled for a typical B2B website project and are meant to be edited. Change them before you score, not after, or the winner picks the weights.

CRITERION	WEIGHT %	PROPOSAL A	PROPOSAL B	PROPOSAL C
Understood the actual problem: the proposal names what is costing you buyers, with evidence	20			
Relevant work: a comparable project with outcomes, not a gallery	15			
Content plan: who writes it, who interviews your team, who owns the deadline	15			
SEO migration: a named plan for redirects and preserving current rankings	15			
Team and continuity: who does the work, and what happens if they leave	10			
Timeline realism: milestones that survive contact with your availability	10			
Ownership: code, content, domain and accounts in your name at the end	10			
Price completeness: what is excluded, and the cost of the exclusions	5			
Total (out of 500)				

When the cheapest proposal scores highest, check one thing before you celebrate: the exclusions row. The most common reason a low quote wins on paper is that content, redirects and post-launch support are not in it, and each returns as an invoice later.

Scores within about ten percent of each other are a tie. Break ties with the reference call and with which team asked you the better questions, in that order.