

# RFP Rubric

## WEBSITE SPECIFICATIONS/REQUIREMENTS

Rated on a scale of 1 to 10.

### Critical

Accessibility Compliance (8.4.1)

Mobile Optimization (8.4.2)

Integrated Analytics (8.13)

Social Media Integration (8.4.12)

Search Capabilities/Functionality (8.4.11)

Branding (8.4.4)

Search Engine Optimization (8.4.11)

### Priority

Information Architecture (8.4.3)

Alert Box (8.4.15)

Printable Website (8.4.16)

Graphic Design (8.4.5)

Usability Testing (8.4.6)

### Preference

Translation Capabilities (8.4.17)

## SYSTEMS

Rated on a scale of 1 to 10.

### Critical

CMS (8.4.7)

Workflow/Multiple-User Tiers

## Priority

Built-In Accessibility Safe-Guards

Remote/Cloud Hosting Option (8.4.8)

Local Hosting Option (8.4.8)

## Preference

Sitecore CMS

Predictive Analytics (8.4.14)