

The AEC Website Scorecard

Score your firm's website in five minutes.

Rate your website on each of the ten points below. Be honest — score against what a sophisticated client would expect from a firm of your size, not against your last redesign.

1 = Not at all | 3 = Adequate | 5 = Industry-leading

1. Clarity of positioning: Within five seconds, a stranger can tell exactly what kind of AEC firm we are, what we do, and who we do it for.	SCORE
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
2. Forward-looking market focus: Our site positions the work we want to win, not just the work we've already done.	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
3. Recruiting strength: A senior peer at a competing firm could read our site and want to work for us.	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
4. Story over services: Our site tells a clear narrative about who we are, not just a list of capabilities.	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
5. Project storytelling: Our case studies sell our firm's contribution, not the building's specs.	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	

<p>6. Leadership visibility: A visitor leaves our site knowing what our principals believe, not just their titles.</p>	SCORE
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
<p>7. Mobile and performance: Our site loads in under three seconds on a phone, on cellular, every time.</p>	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
<p>8. Forward-able content: A sophisticated visitor would find something on our site worth sharing with a colleague.</p>	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
<p>9. Currency: Our most recent project, article, or post is less than three months old.</p>	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
<p>10. Measurement: We can tell leadership exactly what our website contributed to the business this quarter.</p>	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Total:	/ 50

What your score means

45–50 — Industry-leading. Your website is doing real work for the firm.

35–44 — Solid foundation with meaningful gaps. Worth a focused improvement plan.

25–34 — Underperforming. The site is quietly costing you work and recruits.

Below 25 — A liability. Time for a strategic rebuild, not a redesign.

What to do with your score

If you scored above 45, you don't need us. Send the scorecard to a peer firm.

If you scored between 35 and 44, you have a solid foundation with real gaps, and the gaps are usually invisible from the inside.

If you scored below 35, your website is quietly costing you work and recruits. You probably already suspected that. Now you have a number.

The scorecard tells you where the gaps are.

What Else?

The scorecard tells you where the gaps are. The full framework **“Audit Your Website the Way a Selection Committee Will”** tells you what good actually looks like at each point, with the depth a marketing director needs to build the case internally for what to do next.

It's the document we wish every AEC marketing leader had read before their last redesign.

Download the full framework: Free. Email required. No spam. Occasional notes on AEC marketing, unsubscribe anytime.

[Download Framework](#)



Or skip ahead: Storify offers a complimentary thirty-minute review for AEC marketing leaders. We'll look at your scores, walk your site together, and tell you honestly where the leverage is.

[Schedule a Review](#)

