

Score your own site

Before you send the link to anyone whose opinion matters. Mark each line honestly, add up the four sections, and fix the lowest one first.

1. Visual design & UX

/ 30

- ☐ Consistency
- One colour palette and one type scale, used the same way on every section.
- ☐ Visual hierarchy
- The most important thing on each screen is what the eye reaches first.
- ☐ Micro-interaction
- Buttons respond to hover. Scrolling and transitions feel deliberate, not accidental.
- Section score / 30

2. Technical functionality

/ 20

- ☐ Dynamic features
- If it stores or submits anything, that works — reliably, not once.
- ☐ Loading speed
- Images are sized for the web. Nothing blocks the page for seconds.
- ☐ Navigation
- Every link goes where it claims. Nobody can get lost or stranded.
- Section score / 20

3. Content & storytelling

/ 30

- ☐ Fitness for purpose
- A stranger understands what this is and who it is for, within ten seconds.
- ☐ Portfolio quality
- Each project says what it was, what you did, and how it turned out.
- ☐ Readability
- Type size and line spacing make a long paragraph comfortable, not a chore.
- Section score / 30

4. Responsive & accessible

/ 20

- ☐ Mobile
- Nothing overflows, nothing overlaps, and every control is thumb-sized.
- ☐ Browser compatibility
- Checked in more than the one browser you built it in.
- ☐ Accessibility
- Images have alt text. The whole site can be operated with a keyboard alone.
- Section score / 20

Total _____ / 100

Fix your lowest section first. It moves the total more than polishing your best one.

What the numbers mean

80 and above

Send it. This is stronger than most first portfolios.

60 – 79

Good. One weak section is holding it back — find it above.

40 – 59

It looks finished and is not. Usually functionality or accessibility.

Under 40

Go back to the brief. The problem is upstream of the code.

For reference: 27 real sites

Twenty-seven sites built in one university course were scored with this rubric. The average was 50.5 out of 100. The highest was 81.4, the lowest 17.3 — same tools, same deadline.

Content & storytelling	56%
Visual design & UX	53%
Technical functionality	45%
Responsive & accessible	44%

The two categories a model writes for you scored highest. The two that require you to test scored lowest. That is the whole lesson.