



2026 EDO WEBSITE SCORECARD

chooseourcity.com

Score your site 1–5 on each criterion. Total out of 30.

01 Audience Clarity

Does the site clearly serve site selectors, businesses, and talent as distinct audiences — each with their own pathway, messaging, and CTA?

1 2 3 4 5

1 - One generic page for everyone 3 - Some segmentation, blurred execution 5 - Distinct front doors per audience

02 Data Tools

Does the site offer native interactive tools — cost-of-living calculator, property/site search, incentives estimator, demographic maps?

1 2 3 4 5

1 - Static content only 3 - One solid tool (offsite links) 5 - Multiple native tools

03 Design Quality

Visual distinctiveness, brand clarity, and copy strength. Would a site selector remember this site 24 hours after visiting it?

1 2 3 4 5

1 - Dated, cluttered, generic 3 - Adequate, professional, forgettable 5 - Distinctive, memorable, confident

04 Lead Capture

Does the site convert interest into a trackable relationship? Inline forms, gated downloads, audience-specific CTAs, newsletters, and live chat

1 2 3 4 5

1 - No capture mechanism 3 - Basic contact form or newsletter 5 - Segmented capture per audience

05 Search Visibility

How much monthly organic traffic does the site receive? (Use Ahrefs or GSC)

1 2 3 4 5

1 - < 50 organic visits 2 - 50-500 organic visits 3 - 500-1500 organic visits
4 - 1500 - 5000 organic visits 5 - 5000+ organic visits

06 Performance

Google PageSpeed Insights — mobile tab. Run at pagespeed.web.dev. Industry average for EDO sites: ~50. 90–100 = 5 · 75–89 = 4 · 60–74 = 3 · 40–59 = 2

1 2 3 4 5

1 - Below 40 (poor) 3 - 60–74 (needs improvement) 5 - 90–100 (excellent)

Total Score

Add your six scores above

/30

24 - 30

Strong - ready to compete

18 - 23

Solid — prioritize lead capture & tools

12 - 17

Developing - strategic redesign likely needed

<12

Critical gaps — ground-up rethink

Not sure where to start? Book a free 15-minute site review — we'll run your site through this rubric and tell you exactly what to prioritize.

chooseourcity.com/work-with-us/