

## WEBSITE EVALUATION

### WEB SITE INFORMATION

Site Name: \_\_\_\_\_  
 URL: \_\_\_\_\_  
 Developer: \_\_\_\_\_

### WEB SITE EVALUATION

#### 1. Speed

- |     |                                       |           |
|-----|---------------------------------------|-----------|
| 1.1 | Page loads quickly                    | 1 2 3 4 5 |
| 1.2 | Images load consistently (not choppy) | 1 2 3 4 5 |

#### 2. Home Page

- |     |  |           |
|-----|--|-----------|
| 2.1 | Homepage is attractive, has strong appeal in color and graphics  | 1 2 3 4 5 |
| 2.2 | Navigation is clear  | 1 2 3 4 5 |
| 2.3 | Information or method to contact site management exists          | 1 2 3 4 5 |
| 2.4 | Links to site map, index or table of contents exist              | 1 2 3 4 5 |
| 2.5 | Site owner is clearly labeled                                    | 1 2 3 4 5 |
| 2.6 | Clear statement of site's purpose                                | 1 2 3 4 5 |
| 2.7 | Privacy Statement exists   | 1 2 3 4 5 |
| 2.8 | Copyright date or date site was established is easy to determine | 1 2 3 4 5 |
| 2.9 | Terms of Use statement exists                                    | 1 2 3 4 5 |

#### 3. Navigation

- |     |  |           |
|-----|--|-----------|
| 3.1 | User is able to move around site with ease                       | 1 2 3 4 5 |
| 3.2 | Navigation is consistent   | 1 2 3 4 5 |
| 3.3 | Internal and external links are working properly (no dead links) | 1 2 3 4 5 |

#### 4. Use of Multimedia

- |     |   |           |
|-----|---|-----------|
| 4.1 | Each graphic, audio clip, video, or flash object serves a clear purpose       | 1 2 3 4 5 |
| 4.2 | Graphics, animations, sound clips make a significant contribution to the site | 1 2 3 4 5 |

#### 5. Content

- |     |   |           |
|-----|---|-----------|
| 5.1 | There is sufficient information to make the site worth visiting | 1 2 3 4 5 |
| 5.2 | Information is clearly labeled and organized                    | 1 2 3 4 5 |
| 5.3 | Format stays consistent throughout site                         | 1 2 3 4 5 |
| 5.4 | Information is easy to find (no more than 3 clicks)             | 1 2 3 4 5 |
| 5.5 | Date of last revision is clearly labeled                        | 1 2 3 4 5 |
| 5.6 | Out-dated material is removed                                   | 1 2 3 4 5 |
| 5.7 | Content is clear and concise                                    | 1 2 3 4 5 |

#### 6. Compatibility

- |     |  |           |
|-----|--|-----------|
| 6.1 | Site designed to current standards                                     | 1 2 3 4 5 |
| 6.2 | Site is effective with a variety of browsers including Netscape and IE | 1 2 3 4 5 |

### Evaluation Score

**Scoring method** Add scores and divide by 125. This will give you a percentage score.