Web Site Scorecard

Name:

Website Address:

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| Directions:  Score the website on each of the following points, using the scale of 1 to 5 by highlighting the appropriate number in yellow. Note the total score at the end of the worksheet.  In the yes, no, explain column, put an **X** next to your answer and explain if necessary. | | | Points  1=poor  2=below average  3=average  4=above average  5=very good |
| 1 | Does the homepage load quickly? | YES X  NO  Explain: | 1 2 3 4 5 |
| 2 | Is the site’s purpose immediately obvious? | YES X  NO  Explain: | 1 2 3 4 5 |
| 3 | Does the homepage immediately engage you? For example, does it give you answers to questions you might have? | YES  NO X  Explain: | 1 2 3 4 5 |
| 4 | Can you easily identify and locate desired information? | YES  NO X  Explain: | 1 2 3 4 5 |
| 5 | Is text easy to read?  Are subheads and bulleted lists used to chunk content?  Think about the 4 principles of design! | YES x  NO  Explain: | 1 2 3 4 5 |
| 6 | Does the site offer timely, frequently updated information? | YES X  NO  Explain: | 1 2 3 4 5 |
| 7 | Does the sites graphics reflect the content?  i.e A site about gardening would have images of flowers and plants. | YES  NO X  Explain: | 1 2 3 4 5 |
| 8 | Does the site use special features like sliding banners and animation with restraint (meaning just enough without overdoing it)? | YES  NO X  Explain: | 1 2 3 4 5 |
| 9 | Does the site offer an opportunity to communicate with them?  i.e Contact page or blog page with a place to post comments | YES  NO X  Explain: | 1 2 3 4 5 |
| 10 | Is there an overall professional feel to the site?  i.e. clean design, no grammatical errors etc.  Does it say who the site was designed by in the footer? | YES X  NO  Explain: | 1 2 3 4 5 |
| Total | | | -\_- |