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## Web Site Assessment

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### Assessment Scale:

- 5 = excellent
- 4 = above average
- 3 = average
- 2 = below average
- 1 = poor

TOPICS	ANSWER Y/N / SCORE 1-5
	5 = Excellent, 1 = Poor
<b>FUNCTION</b>	
<b><i>Do the Web site pages load quickly?</i></b> <u>Additional Comments:</u>	
<b><i>Can a visitor perform routine functions quickly?</i></b> <u>Additional Comments:</u>	
<b><i>Is it easy to search the site? Can you find the search box quickly?</i></b> <u>Additional Comments:</u>	



<b>TIMELINESS</b>	
<b><i>Is there information about when the Web site was revised?</i></b> <i>Additional Comments:</i>	
<b><i>Is the content up to date?</i></b> <i>Additional Comments:</i>	
<b><i>Does the Web site offer timely, frequently updated information?</i></b> <i>Additional Comments:</i>	
<b><i>Can you identify the author or responsible organization's contact information quickly?</i></b> <i>Additional Comments:</i>	

**GRAPHICS**

***Does the Web site project an appropriate image?***

Additional Comments:

***Do the photos used (if any) portray the "personality" of the organization?***

Additional Comments:

***Does the Web site use features like icons and animation appropriately and with restraint?***

Additional Comments:

***Are the graphics used on the Web site integrated with print and other media ("look and feel")?***

Additional Comments:



NAVIGATION	
<b>Can the visitor easily identify and locate desired information?</b> <i>Additional Comments:</i>	
<b>Does the Web site use a global navigation scheme?</b> <i>Additional Comments:</i>	
<b>Can the visitor easily identify main browsing/action categories and switch between them easily?</b> <i>Additional Comments:</i>	
WEB CONTENT	
<b>Is text easy to read? Are headings and bulleted/unbulleted lists used to chunk content?</b> <i>Additional Comments:</i>	
<b>Does the site offer "print-friendly" pages where appropriate?</b> <i>Additional Comments:</i>	

<p><b>Does the Web site provide more than just informational content?</b></p> <p><u>Additional Comments:</u></p>	
<p><b>Does the content correctly portray the "personality" of the organization?</b></p> <p><u>Additional Comments:</u></p>	
<p><b>INTERACTIVITY</b></p>	
<p><b>Does the Web site offer visitors information customized to their specific needs?</b></p> <p><u>Additional Comments:</u></p>	
<p><b>Does the Web site encourage the visitor to act (buy, sign-up, volunteer, donate)?</b></p> <p><u>Additional Comments:</u></p>	



<p><b>Does the Web site encourage easy visitor registration for later e-mail follow-up?</b></p> <p><u>Additional Comments:</u></p>	
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<p><b>Does the site encourage a sense of community?</b></p> <p><u>Additional Comments:</u></p>	
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**VALUE**

<p><b>Does the Web site offer enough to compel a visitor to bookmark the site or return to the site again?</b></p> <p><u>Additional Comments:</u></p>	
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<p><b>Does the Web site gather information from visitors for future use?</b></p> <p><u>Additional Comments:</u></p>	
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<p><b>Is the Web site providing enough targeted resources to facilitate key audiences?</b></p> <p><u>Additional Comments:</u></p>	
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**OVERALL IMPRESSIONS**

**What features make this Web site commendable?**

**Which features need improvement?**

**Out of a possible 120 points:**

**Total Score =**