

This tool is for Web developers, Web teams, or information professionals who are interested in rating Web sites for trustworthiness and quality. Evaluate the site according to each quality criterion. Rate each category, using a scale of 1-7 (see below). See the Website Quality Evaluation Tool Code Book for more information on how to interpret the questions and ratings.

| | |
|---------------|--|
| Website URL | |
| Website Title | |
| Sponsor | |

Rating Scale:

| | | | | |
|------|---------|------|-----------|--------------------|
| 1-2 | 3-4 | 5-6 | 7 | NA |
| Poor | Average | Good | Excellent | Not able to assess |

Please rate the following characteristics of the website on a scale from 1-7 using the above as a guide. **Excellent = 7** and **NA=Not able to assess**. Evaluate the site by circling the appropriate score and putting it on the score line.

A. PRESENTATION OF INFORMATION

a. Functionality

1. Site loading time is reasonable.

1 2 3 4 5 6 7 Score _____

2. Navigation allows ease of movement through site.

1 2 3 4 5 6 7 A Score _____

3. Is there a pointer to content (site map, index, directory, search function)?

___ yes (+1) ___no (-1) Score_____

4. If answer to question 4 is "yes," please rate the quality of this factor.

1 2 3 4 5 6 7 Score _____

5. Information organization structure (architecture) is logical and makes sense.

1 2 3 4 5 6 7 Score _____

6. Links are live and reliable.

1 2 3 4 5 6 7 Score _____

Total score this section _____

| | | | | |
|------|---------|------|-----------|--------------------|
| 1-2 | 3-4 | 5-6 | 7 | NA |
| Poor | Average | Good | Excellent | Not able to assess |

A. PRESENTATION OF INFORMATION

b. Graphics

7. Is there animation?
 _____Yes _____No (no score)
8. If the answer to #7 is yes, rate the appropriateness of the animation. (NA if no.)
 1 2 3 4 5 6 7 NA Score _____
9. Colors are effective.
 1 2 3 4 5 6 7 NA Score _____
10. Quality of design scheme is pleasing but not distracting.
 1 2 3 4 5 6 7 NA Score _____
11. Are frames used? _____Yes _____No _____NA (no score)
12. If the answer to #11 is yes, rate the appropriateness of the frames. (NA if no.)
 1 2 3 4 5 6 7 NA Score _____
13. Graphics enhance the information and understanding of the site material.
 1 2 3 4 5 6 7 NA Score _____
14. Font choice is readable.
 1 2 3 4 5 6 7 Score _____

Total score this section _____

c. Style

15. Design is consistent.
 1 2 3 4 5 6 7 Score _____
16. Overall presentation helps the user find information.
 1 2 3 4 5 6 7 Score _____
17. Style is appropriate for the content.
 1 2 3 4 5 6 7 Score _____
18. Site demonstrates creativity.
 1 2 3 4 5 6 7 Score _____

Total score this section _____

| | | | | |
|------|---------|------|-----------|--------------------|
| 1-2 | 3-4 | 5-6 | 7 | NA |
| Poor | Average | Good | Excellent | Not able to assess |

B. CONTENT OF INFORMATION

a. Content

19. Documentation (statistics, citations, or sources) are given if facts are presented. (If not use NA.)
 1 2 3 4 5 6 7 NA Score _____

20. There is a clearly stated point of view.
 1 2 3 4 5 6 7 Score _____

21. There is an identified objective or audience.
 1 2 3 4 5 6 7 Score _____

22. Theme is coherent.
 1 2 3 4 5 6 7 Score _____

23. Evidence for accuracy
 1 2 3 4 5 6 7 Score _____

24. Are grammar and spelling correct?
 1 2 3 4 5 6 7 Score _____

25. Is language appropriate for subject matter?
 1 2 3 4 5 6 7 Score _____

26. Is language appropriate for stated audience?
 1 2 3 4 5 6 7 Score _____

27. Does information seem current?
 ___ yes (+1) ___no (-1) ___not sure (0) Score_____

28. Creation or revision date is noted?
 ___ yes (+1) ___no (-1) ___not sure (0) Score_____

29. There is potential for site longevity.
 1 2 3 4 5 6 7 NA Score _____

30. Internal link structure is logical.
 1 2 3 4 5 6 7 NA Score _____

31. External links are appropriate.
 1 2 3 4 5 6 7 NA Score _____

Total score this section _____

| | | | | |
|------|---------|------|-----------|--------------------|
| 1-2 | 3-4 | 5-6 | 7 | NA |
| Poor | Average | Good | Excellent | Not able to assess |

B. CONTENT OF INFORMATION

b.Coverage

32. Purpose of site is clear.
 yes (+1) no (-1) not sure (0) Score _____

33. If #31 is yes, rate how well information reflects the purpose. If #31 is no, use NA.
 1 2 3 4 5 6 7 NA Score _____

34. Information appears comprehensive for statement of subject matter.
 1 2 3 4 5 6 7 NA Score _____

Total score this section _____

c.Authority

35. Author identification (background, resume, CV, or biography)
 yes (+1) no (-1) not sure (0) Score _____

36. Can you easily identify contact information (postal address, phone, and e-mail)
 yes (+1) no (-1) not sure (0) Score _____

37. Rate the credibility of this site.
 1 2 3 4 5 6 7 NA Score _____

38. Is this a personal Web page or an institutional one?
 Personal Institutional not sure no score

39. Is the sponsor trying to sell something or advocate a cause? (Selling and advocating are not necessarily negative characteristics, but either activity should be clearly stated.)
 yes no not sure no score

40. What is the domain type of the sponsor?
 Edu(1) gov (2) net(3) org(4) com(5) other (6) no score

Total score this section _____

| | | | | |
|------|---------|------|-----------|--------------------|
| 1-2 | 3-4 | 5-6 | 7 | NA |
| Poor | Average | Good | Excellent | Not able to assess |

SCORING

| Section: Presentation | Score |
|------------------------------|----------|
| Aa (functionality) | |
| Ab (graphics) | |
| Ac (style) | |
| Presentation Subtotal | |
| Section: Content | |
| Ba (content) | |
| Bb (coverage) | |
| Bc (authority) | |
| Content Subtotal | |
| Total | |
| (Total ÷ 202) x 100 | % |

C. OVERALL RATING

41. What overall rating would you give to this site?

1 2 3 4 5 6 7

42. Is there another factor that you think indicates a "quality" web site?
