

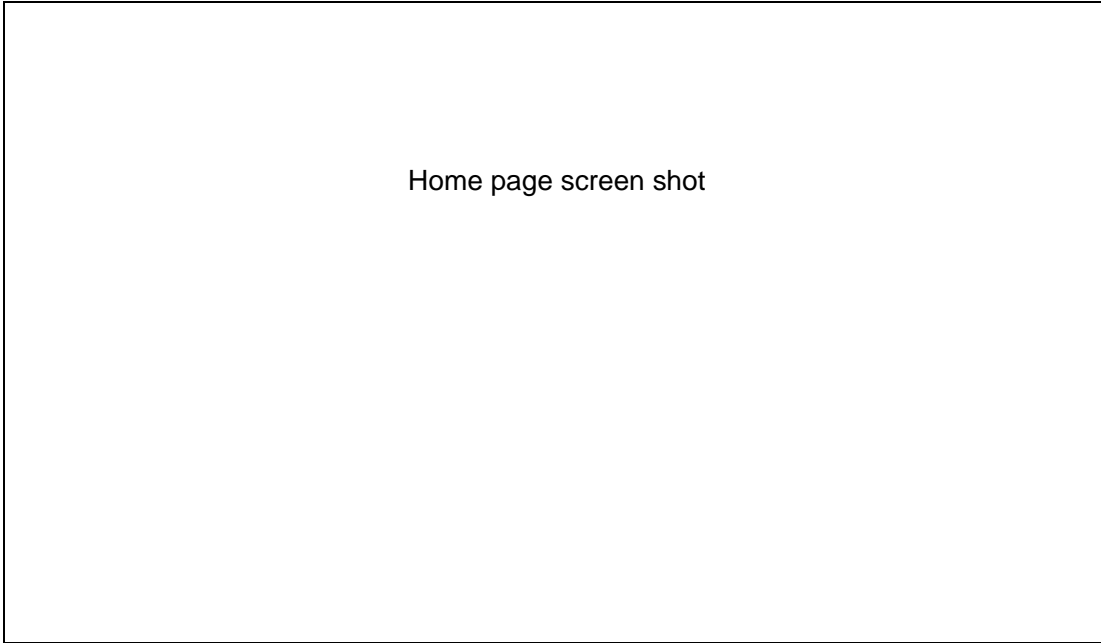
Site: _____

URL: _____

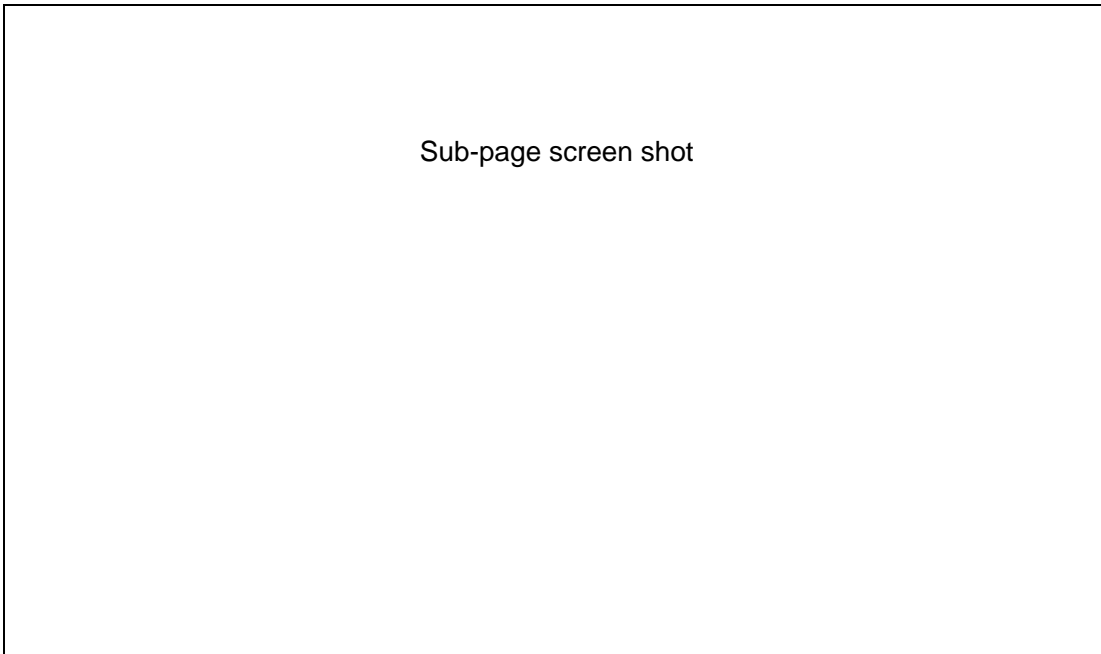
Audience: _____

Topic: _____

Notes: _____



Home Page (home page extends for _____ screens at ____X____ resolution)



Sub Page (sub page extends for _____ screens at ____X____ resolution)

Navigation:

Is there a consistent look and feel throughout the site (not necessarily identical but consistent)?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Does the site have a consistent global navigation area on each page?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Are there consistent global navigation elements?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is there a consistent local navigation area within each group of sub-pages?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Does this contain consistent local navigation elements?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is there a standard global footer?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is there contact information available on most pages?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is help or contact information available in an appropriate and usable format?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is the navigation clear and intuitive?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is the navigation easy to learn?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Is there supplementary navigational support, such as breadcrumbs or a site map?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>

List major navigational categories:

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Search features:

Is there a search function on the main page? _____

Is it a broad function search, such as google? _____

Is there a search function from sub-pages? _____

Additional notes:

Content/Content Organization

How informative is the home page?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
Does the home page set the proper context for visitors? Is it a non-informative splash page?	Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>

Competitive Site Analysis

inls 490-127

How fast does it load? Is there a wait?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is there useful and usable content on each page?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is the information organized in a hierarchical manner, with the most important information at the top?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is each page titled? (appears in the history dropdown box and in the task bar)

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Does each page include appropriate headings that relate to the information or functions they describe?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Does the site use short sentences and paragraphs? Sentences should contain 20 or fewer words. Paragraphs should contain fewer than five sentences.

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Page Performance

<http://www.websiteoptimization.com/services/analyze/>

Home Download times

Sub-page Download times

Other

Page Design and Layout

Is the design consistent? Are logos, recurring text, buttons, and graphics in a consistent position on all pages?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Does the site use a grid as an underlying organizational element in the design?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Are page elements aligned vertically and horizontally (text, images, buttons and links)

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is there sufficient (appropriate) white space in the page layout that the page does not feel either crowded or empty? White space provides relief while drawing attention to aspects of the page design.

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Are there images and are these used in a way that reinforces the site experience? Are the graphics relevant to the goal?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Are important items at the top, "above the fold" (viewable without scrolling)?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is the font a comfortable size for reading? Is the font a comfortable style for reading?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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If tabs are used as a navigational device, are the tabs clear and well defined?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Does the page use dropdown list navigation? If so, is it easy to use? Consider the limitations of a handicapped non-mousing user.

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is the color used in a manner that supports the message of the site?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Is the background a neutral color? Is there adequate contrast between the text color and the background color?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Are links clearly marked by underlining and a consistent, distinct color? Is there an easily recognizable distinction between visited and unvisited links?

Excellent 5 <input type="checkbox"/>	Good 4 <input type="checkbox"/>	Okay 3 <input type="checkbox"/>	Problem 2 <input type="checkbox"/>	Disaster 1 <input type="checkbox"/>
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Web site personalization:

Does the site offer any personalization or member options? _____

Forums _____

Newsletter _____

Other participatory options: _____

Positive site aspects?

Innovative practices?

Negative site aspects?