

"Web Page Evaluation Checklist"

Assessment of Commercial/Published Products

1. Content

- ___ All information is accurate . The "last time updated" date is given.
- ___ Information is complete but not excessive or redundant.
- ___ Information is well-organized and clearly labeled.
- ___ Information is interesting, informative, and worthwhile.
- ___ Information is not redundant to other sources; there is a reason to put it on the web.
- ___ All text has correct spelling, grammar, and punctutation.
- ___ Level of content and vocabulary are appropriate for intended audience.
- ___ Content is free from stereotyping, coarse or vulgar language, or matter that could be offensive to typical users.
- ___ Author(s) of the pages are clearly identified.
- ___ The page gives an email address or other way to contact authors.

2. Visual and Audio Design

- ___ The site has a consistent, common look and feel across pages.
- ___ Graphics, animations, videos, and sounds make an important contribution.
- ___ Pages have only one or two fonts.
- ___ Each page uses limited numbers of colors, especially for text.
- ___ Colors have been selected to be compatible with the *Netscape* 216-color palette.
- ___ Type colors/styles and text-to-background contrast were selected for readability.
- ___ Each graphic is designed to fit 640 x 480 pixel screens (allowing for scroll bars/toolbars).
- ___ Each page is limited to 2-3 screens; the most important information is at the top.
- ___ The pages are simply and attractively designed and make the user want to read them.

"Web Page Evaluation Checklist" (continued...)

3. Navigation

- ___ Pages load quickly.
- ___ Pages have a simple, consistent navigation scheme for quick, easy navigation.
- ___ The first page shows clearly how the site is organized and how to get to all items.
- ___ Text and icon links are easy to identify. Graphics and sounds are clearly identified.
- ___ Icons have been well chosen to represent the information they link to.
- ___ Each supporting page has a link back to the home page.

4. Miscellaneous (for larger sites and pages)

- ___ Requests for private information are secured.
- ___ Page information is kept short enough that it can be printed quickly.
- ___ Users can choose to load alternate versions of pages (e.g., text only, smaller images).
- ___ The site has its own search engine for locating things within the pages.
- ___ Branching is organized so all content is three clicks or fewer from the home page.

Tips for making your sites and pages easier to design and use.

- Organize the site on paper ahead of time before inputting it into your computer.
- To speed loading, limit graphics to no more than 50K and reuse images whenever possible.
- Use GIFs for line art or graphics with limited colors and sharp edges; use JPEGs for photos with many colors and smooth gradients. Avoid PICT and other formats that must be converted by users.
- Test out your page in a real browser.
- Use a GIF spacer (1 x 1 transparent GIF) to space paragraphs, indents, or alignments on pages.

Source: Based on concepts in Everhart, N. (1997). Web page evaluation: Views from the field. *Technology Connection*, 4(3) 24-26; Gray, T. (1997). No crazy gods. *Learning and Leading with Technology*, 25(1), 43-45; and McClelland, D. (1997, August). Web publishing made easy. *MacWorld*, 1(18), 104-110.