

Use this worksheet to **honestly** and **objectively** evaluate your web site to determine needed areas of improvement.

Scale: 5 = No problem

1 = Needs serious attention

## Design

- |  |           |
|--|-----------|
| Does the opening screen involve you or provide something to capture your interest?                                 | 1 2 3 4 5 |
| Is the site well organized? Can the user navigate the site with ease?  | 1 2 3 4 5 |
| Does the site get the user involved? (Searchable databases, forums, newsletter subscriptions, blogs, registration) | 1 2 3 4 5 |
| Does the site contain any of the following usability problems:   |           |
| Hard to read text?   | 1 2 3 4 5 |
| Slow-loading pages?  | 1 2 3 4 5 |
| Wide pages (need to use horizontal scroll bar?)  | 1 2 3 4 5 |
| Broken links?  | 1 2 3 4 5 |
| Typographical errors?  | 1 2 3 4 5 |
| Do site graphics serve a clear purpose?  | 1 2 3 4 5 |
| Is the same basic format used consistently throughout the site?  | 1 2 3 4 5 |

**Design Score:**

A score of 40-50 is good, with maybe some minor tweaks  
Anything less than 40 suggests a redesign is worth pursuing

## Content

- |  |           |
|--|-----------|
| Quality of content – is the site worth visiting?         | 1 2 3 4 5 |
| Have outdated materials been removed?                    | 1 2 3 4 5 |
| Does the site contain valuable links to other Web sites? | 1 2 3 4 5 |
| Is contact information available?                        | 1 2 3 4 5 |

**Content Score:**

A score of 16-20 is good, but some content ideas are needed  
Anything less than 16 indicates a stale site and is probably running off visitors.



**Why don't you complete this review for your competitors' sites?**